Twitter Thread by Blake Emal ■



Blake Emal ■
@heyblake

10 months ago I had 700 followers.

Today I have over 40k friends here.

Here are 29 tips to grow a small account:

Tip:
Quantity leads to quality

Explanation:
Tweet an obscene amount when you start. You will never know what great content actually looks like until you make enough bad content to find out.

Who does this well?
@APompliano

Tip:
Engage with "Notch Above" accounts

Explanation:
Don't flock to Naval's tweets. Find someone a step ahead of you (e.g. if you're at 500, target an account with 2,000.) They just did what your next step is. Build that relationship.

Who does this well?
@AprilynneA

Tip:
Analyze formats and patterns

Explanation:
Content is king, but format is queen. Find different styles to format your posts and unique ways of saying things. Notice the patterns that successful accounts follow.

Who does this well?

@AlexLlullTW

Tip
Study the writing of great accounts

Explanation:
Compile a list of accounts you personally like. What is it about their writing that sticks with you? What frameworks do they use for writing? Twitter is all about interesting writing.

Who does this well?
@adelinethewong

Tip:
Get really good at Advanced Search

Explanation:
Use these tools to search for the best content by certain accounts, identify good topics to post about, etc. If you master advanced search, you can reverse engineer your content strategy.

Who does this well?
@dickiebush

Tip:
Document your learnings

Explanation:
You don't have to be an expert on something to post about it. Sharing your learnings along the way is powerful. Document the processes you're making for your work & what you're learning.

Who does this well?
@damengchen

Tip:
Play games with your online friends

Explanation:
This comes in many forms. Offer free work to your audience, do an AMA, give away knowledge, etc. Always be offering value.

Who does this well?
@heyblake (■■■■)

Tip:
Double down on the content you like creating

Explanation:
Don't go after the topic with the most potential. Pick the one you could talk about for hours on end. You'll stick with it, and

consistency beats potential every time.

Who does this well?
@anafabrega11

Tip:
Find a group of 5 supportive friend accounts

Explanation:
Making friends is the best way to grow because it makes it more enjoyable. Don't do this alone. Find people at a similar stage and have common goals. Push each other to do more.

Who does this well?
@ThatChristinaG

Tip:
Don't ask for anything from anyone

Explanation:
Stop asking people to do you favors. In the beginning, you have no leverage. Later, you should rarely use it. This is a community you're building, not a group you should manipulate.

Who does this well?
@vincenzolandino

Tip:
Give away free stuff all the time

Explanation:
This can be products, services, knowledge, advice, humor, or smiles. Give give give at every turn. If you consistently give without expectation, your audience will adore you.

Who does this well?
@fabianarbor

Tip:
Focus 80% on the hook, 20% on the rest

Explanation:
Tweeting is writing. Writing is captivating attention from line to line. The first line matters most. Rework the first lines of your posts multiple times. Keep them engaging and bold.

Who does this well?
@davegerhardt

Tip:
Zoggle when others zig

Explanation:
If you're looking at what other people are doing, you're already far behind. Blaze your own trail forward. Do things that may seem weird to others in your content strategy.

Who does this well?
@AmandaMGoetz

Tip:
Pick the right metrics to measure

Explanation:
Don't go into this blindly. Building an audience? Cool. Answer me this: why? And what metrics determine your success after 1 month? 6 months? 3 years? Follows, likes, and retweets are not good goals.

Who does this well?
@dr

Tip:
DM 10 new people every day

Explanation:
The name of the growth game is relationships. Do things that don't scale, and over time your growth will scale. Pick 10 random people to message that day, and just start a convo. No CTA, no ask.

Who does this well?
@aaditsh

Tip:
DM all new followers with a unique message

Explanation:
This is possible early on, so take advantage of it. When you see new followers come in, DM them right away. Intro yourself and ask what content you can create for them.

Who does this well?
@mkhundmiri

Tip:
Grow your swipe file religiously

Explanation:
Collect snippets of text, imagery, video, etc. in a Notion doc. Dump all new items in, organize them second. Bonus points if you share this publicly. Revisit your swipes on a weekly cadence.

Who does this well?
@harrydry

Tip:
Make your bio about them

Explanation:
Most bios are all like "I'm Brian and I founded 3800 startups and blah blah..." NOOOOO. Do this instead: "Dog enthusiast & serial entrepreneur. Follow me and I'll give you a free startup idea."

Who does this well?
@alexgarcia_atx

Tip:
Use your location slot creatively

Explanation:
Locations are cool. What you're building is cooler. Set a pre-cursor to your link CTA by using the location field.

Who does this well?
@jmoserr

Tip:
Give context with your profile banner

Explanation:
Don't make it hard for me to know what you do and why I should follow you. Your banner is a chance to visualize the value you'll bring to me. Capitalize on it.

Who does this well?
@GraemeCrawley_

Tip:
Follow "Topics" and post content that fits in these buckets

Explanation:
Lemme hear you say "Underrated!" Click "Topics" in the sidebar and identify 3-5 of them to use as core keywords for your content. Then post using the keywords.

Who does this well?
@PaulYacoubian

Tip:
Install Twemex to see everyone's best content instantly

Explanation:
This tool lets you see any user's top content instantly, and do some search wizardry. You can also sort by "Recent Hits" for ideas.

Who does this well?

Cheers to @thisiskp_ for this one.

Tip:
Find viral content from other industries

Explanation:
Marketer? Look at what "Design Twitter" is talking about. Find posts that take off and figure out why. Use the patterns in formatting, writing, and sentiment in your own content.

Who does this well?
@brianne2k

Tip:
Don't post links

Explanation:
Twitter doesn't want you helping people leave their site. Don't post too many links (or any.) You can always put links in a reply or DM them to people.

Who does this well?
Most people. Make sure you do, too.

Tip:
Build or learn in public

Explanation:
Sharing what you're going through and giving actionable step-by-steps is highly valuable. You'll get followers by following this consistently.

Who does this well?
@d_raptis

Tip:
Start a product and grow alongside it

Explanation:
The biggest hack in this list. Build a product. Share the process of building it, designing it, promoting it, etc. Get people excited about a common solution.

Who does this well?
@JanelSGM

Tip:
Find your format and go all in

Explanation:
After you've posted for several months at an obscene rate, you'll start noticing patterns. You'll see what works, what doesn't.

Once you find what quality content is for you, do way more of it.

Who does this well?
@jackbutcher

Tip:
Optimize for retweets, not likes

Explanation:
While retweets aren't a goal for being on Twitter, you should optimize your writing for them. Likes don't move the needle. Retweets are what cause virality. Make posts shareable & relatable.

Who does this well?
@eade_bengard

Tip:
Make it a no-brainer to follow you

Explanation:
Finally, give away so much valuable info and free stuff that people would be out of their minds NOT to follow you. Make the choice for them by being THAT account.

Who does this well?
@anthilemoon

That's all, folks!

Did you like this thread?

It would mean the world if you:

1. Retweet the 1st tweet above
2. Follow me @heyblake

p.s. One lucky retweeter will get early access to Twitter MBA!


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LYONNAIS
THING EXPLAINER