

# Twitter Thread by Wiz of Marketing



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## How I made over 6 figs from 3 launches organically on Twitter

**Save this post and retweet to spread the knowledge**

**//thread//**

Everything I work on is done in phases

Phases allow us to build and create sequentially towards a specific milestone

We are able to work with dependency-based tasks in mind to get everything done as efficiently as possible

Here are the phases we are looking at

### 1. Asset Definition

- Social accounts
- Email lists
- Friends

### 2. Business Foundations

- Branding
- Offer

### 3. Setup

- Pre-hype
- Hype
- Live

### 4. Pre-hype

- Follow schedule

### 5. Hype

- Follow schedule

### 6. Live

- Follow schedule

Let's breakdown each phase

## 1.Asset Definition

We want to understand exactly what assets we have access for launch

- >Twitter account
- >Instagram account
- >Email lists

On top of this we want to leverage our friends' networks

- >List of all your friends with large followings

## 2. Business foundations

No strategy is complete without Branding and Offer

- > Branding
  - How do we want to be seen by our audiences - US VS THEM mentality - let them feel a part of something

- > Offer
    - Irresistible offer with 2 plans
- Basic and Premium

The basic plan has a discounted price

The premium plan is 4x better than the basic and only 2x the price

Get more people to your premium plan

## 3. Setup

- A. Pre-hype
  - 3 Days of pre-hype

Goal: Get your audience conscious of the problems that your brand will solve

Don't introduce your brand yet. Ask them questions + poke at them with their pains

Pre hype Cont'd

Outreach your network

Ask them for 3 retweets on designated days during your upcoming 7 day hype campaign in exchange for

- >Free membership/version of your product

>Exchange of retweets

The 2 retweets will go to

1. Hype video
2. Random tweet
3. Live tweet

At this stage, you will be creating

1. A landing page to collect email with your unique offer (if they sign up they will guarantee a slot to get your product because it's for a limited number of people)
2. All your hype tweets
3. A document to outreach your friends

B. Hype

7 day hype campaign

Create a hype video that builds curiosity (goes live on day 3)

Create content for 7 Days of hype

Concepts for the tweets are below

Day 1: Tweet about the big news that you are solving pain X

Day 2: Tease the features + a visual about the product

Day 3: Hype video goes live

Day 4-5: 2 tweets

- Tweet about your branding and positioning to hype the audience and make them feel a part of what you are creating
- Tweet about the value proposition with images or videos

Day 6 - 3 tweets

- Tweet about your branding and positioning to hype the audience and make them feel a part of what you are creating
- Tweet about the value proposition with images or videos
- 'Tomorrow the day' tweet

At this stage you will be creating

> Tweets

> Hype video

> Emails (you will be capturing emails to your landing page starting day 3 and you will be sending them 2 total emails. The first is immediately when they sign up to hype them up , the second is the day before the launch)

## C. Live

Once you are live - you will have a unique offer for the first 3 days of the launch

At this stage you will be creating

- 2 tweets a day
- Sending out 1 email a day (in X days, Y people have signed up + social proof)

## 4. Pre-hype

Now that everything is setup

- > Post tweets on designated days

## 5. Hype

- > Post tweets on designated days
- > Send emails on designated days
- > Plug landing page under all tweets starting from day 3
- > Post hype video on day 3
- > Get all designated friends to retweet tweet on set days

## 6. Launch

- > Post tweets on designated days
- > Send emails on designated days

BOOM

That is your strategy on how to do a Twitter launch successfully

Bookmark this thread

I am going to be posting a video in the Utopia with the full process + my schedules, documents, x mind, etc later this week

Join to get access to it

<https://t.co/TYIMqWQ4CM>