

Twitter Thread by Aadit Sheth



Aadit Sheth

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Most people suck at being interesting via DMs.

The thing is - it takes a lot of time and effort to do it right.

Here are 9 frameworks to stand out from the crowd:

Pre-game:

Start on the timeline:

1. Turn on notifications for your favorite tweeters.
2. Reply with something insightful in under 10 minutes.

You will enter their radar.

Then, follow up on a specific tweet or idea via DM.



Don't make "connections", make friends:

Remember: Twitter is different.

You don't have an audience-consumer relationship like LinkedIn or TikTok.

On Twitter, it's a friend-friend relationship.

Write a catchy first line:

By the design of Twitter DMs, you don't have much real estate.

In "message requests", you only see the name of the person + the first few words.

Crazy part: I get 30 of these DMs per day.

Make sure the first line is eye-catching.

Crucial.

Be specific as f*ck:

General compliments and feedback are useless.

To stand out, ask this question to yourself:

What do you *actually* like about them or their work?

High specificity means you're genuine.

Being genuine will get you more friends.

Send video DMs (life-changing):

There is so much noise in my DMs. They're flooded.

Video DMs cut through the noise. They stand out.

Plus point: it always brings a smile to watch a stranger have the balls to send a video DM.

Be that stranger.

Give away free stuff:

If you have a valuable product, give it away for free.

It costs you nothing. It may just help them.

If they like the product, they will become your true fans.

And if they LOVE it, they'll share it!



Share your threads with them:

Only if you think they'll enjoy it. Otherwise, it's called spamming.

Writing threads is one of the best ways to turn Twitter into an asset.

Here are some more ways:

<https://t.co/RRiAcbWeE9>

If you use it right, your Twitter account is worth more than your degree.

But 98.8% suck at it.

Here are 9 unique ways to turn Twitter into a crazy valuable asset:

— Aadit Sheth (@aaditsh) [August 30, 2021](#)

If you have an ask, ask:

Being straightforward saves time.

Trust me - everyone will appreciate it.

If you need help, ask for it.

If you can help them, tell them.

AKA: help them help you.

Write your own FAQs (save hours):

When you grow past 20k followers,

People ask the same questions. Again and again.

Solution: set up a text expander.

Write an in-depth answer to these FAQs. Keep sharing it.

Write once. Share twice.

Recap:

1. Turn on notifications.
2. Don't make connections, make friends.
3. Write a catchy first line.
4. Be specific as f*ck.
5. Send video DMs.
6. Give away free stuff.
7. Share your threads with them.
8. If you have an ask, ask.
9. Write your own FAQs.

Retweet the first tweet to help a friend send better DMs: <https://t.co/PrU2qXUbal>

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— Aadit Sheth (@aaditsh) [September 14, 2021](#)

Find more threads on frameworks, growth philosophies, and mental models at [@aaditsh](#).

More to come!

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1 quote.

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1 article.

New edition out tomorrow.

<https://t.co/Xxn8sEve3n>