

Twitter Thread by [Nicolas Cole](#) ■



Nicolas Cole ■

[@Nicolascole77](#)



I started writing threads on Twitter in 2019.

Since then, I've written more than 200 threads and accumulated over 50,000,000 views on Twitter alone.

Want to know a secret?

I (pretty much) use the same 7 thread templates every time.



Template #1: The Framework Thread

The best frameworks all follow this same recipe:

- To solve X [well-known & difficult] problem
- I do Y [unconventional] thing
- To achieve Z [highly desirable] outcome

<https://t.co/0pru5c1Esk>

In 2021, I published 4 books.

In 2022, I plan on publishing 8.

Here's the 5-step framework I use to write 60,000+ words in 30 hours or less (2,000 words per hour) \U0001f447

— Nicolas Cole \U0001f6a2 (@Nicolascole77) [January 3, 2022](#)

Template #2: The Curation Thread

Recipe: "I did all this work—so you don't have to."

But the secret w/ curation threads is to niche down HARD.

"Biz books to read on investing" > "Best biz books" > "Best books"

<https://t.co/l1nNXPWkBd>

Over the past 10 years, I have read over 500 business books.

99% were 1 idea stretched across 300 pages.

They should have been blog posts.

Save yourself the time and just read these 10 \U0001f447

— Nicolas Cole \U0001f6a2 (@Nicolascole77) January 4, 2022

Template #3: The "This Just Happened" Thread

Breaking News always has a 24-48 hour hype cycle.

The recipe here is:

- Write about a trending topic
- Provide your own unique take
- Unique take must be relevant to your niche/audience

<https://t.co/0JZ0FjmlYg>

Today, Microsoft announced its acquisition of Activision Blizzard.

\$68.7 billion. All cash.

But Activision has had a rough couple years.

\u2022 World of Warcraft dying

\u2022 Overwatch delayed

\u2022 Sexual harassment charges

Microsoft needs to fix these 3 things to be successful:

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— Nicolas Cole \U0001f6a2 (@Nicolascole77) January 18, 2022

Template #4: The "If I Had To Do It Over Again" Thread

Recipe =

- I achieved X
- And made a lot of mistakes along the way
- If I were you, and had to do it all over again, here's what I would do differently

<https://t.co/RnUXjYwZ8z>

I started writing online when I was 17 years old.

Since then, I've...

\u2022 Written 3,000+ articles online

\u2022 Ghostwritten 1,500+ articles online

\u2022 Published 5 books & 30 "mini-books"

\u2022 Built two 7-figure writing businesses

If I had to start from \$0 again, here's what I'd do:

— Nicolas Cole \U0001f6a2 (@Nicolascole77) November 10, 2021

Template #5: The "Here's The Real Reason" Thread

In Ship 30 for 30, we call this the Anthropological content bucket.

Recipe =

- Most people think X [about something well-known]
- But "did you know" that's wrong?
- Here's the REAL reason XYZ happened

<https://t.co/fhMDwHwJIB>

Languageing 101

In 2000, Malcolm Gladwell wrote one of the best-selling nonfiction books of all time.

"The Tipping Point."

What most people don't know is why this book sold 3 million copies.

It's because Gladwell invented new language for a familiar concept. \U0001f9f5\U0001f447 pic.twitter.com/CljflLWtf3

— Nicolas Cole \U0001f6a2 (@Nicolascole77) July 8, 2021

Template #6: The Lessons Learned Thread

This template thrives on The Golden Intersection:

- Share a lesson learned
- And a personal story of how you learned it

<https://t.co/4FTXK5mXIP>

When I graduated from college, I moved into a small, studio apartment.

It was the size of a closet.

No AC. Heater from 1970s.

Making minimum wage.

8 years later, I just moved into my dream condo on the beach.

Here's what I've learned about the journey of "success" \U0001f9f5\U0001f447 <pic.twitter.com/8aqhqiuatr>

— Nicolas Cole \U0001f6a2 (@Nicolascole77) June 30, 2021

Template #7: The Success Story Thread

The recipe =

- Credible Person
- Highly Desirable Outcome
- "Here's How They Did It"

If you don't feel like you're an expert in any one subject matter, write success story threads about other people.

<https://t.co/iXH6LBY7Gn>

Ryan Holiday is one of the best-selling nonfiction authors of the past decade.

To date, his books have sold more than 3,000,000 copies.

Here's the crazy story of how a digital marketer niched down and created his own category around Stoicism:
<pic.twitter.com/locI9j3zUg>

— Nicolas Cole \U0001f6a2 (@Nicolascole77) November 18, 2021

Bonus Template #8: The Template Thread

Threads that give templates are big winners for readers.

Everyone wants a shortcut.

<https://t.co/CnGzm9gLmw>

Over the past 4 years, I have ghostwritten more than 2,000 articles for startup founders, C-level executives, Silicon Valley investors, and more.

Want to know a secret?

I use the same 5 templates every time.

\U0001f9f5\U0001f447

— Nicolas Cole \U0001f6a2 (@Nicolascole77) June 8, 2021

If you are new to writing threads on Twitter and want to learn how, there are a bunch of thread templates you can use inside Typeshare.

<https://t.co/kVBZvAq0nf>

And if you really want to get started writing online, writing viral threads, building an audience, and positioning yourself as a leader, here's a good resource to get you going:

<https://t.co/T4CysXEIBI>