

Twitter Thread by Ryan Breslow ■



Ryan Breslow ■

@theyanking



Over the last 72 hrs, countless founders reached out in private to thank me for standing up.

My realization: VCs don't just dominate the capital, they also dominate Twitter.

We need to balance the scales.

For founders, here's how I've grown my Twitter with minimal time ■■■

Before I dive in... I'm challenging myself!

I started writing this at 8p ET on the DOT.

Let's see how fast I can get it out.

Here we go ■

Filling the queue ■

I use Buffer (.com) to queue up tweets.

For 2-3 hours at the beginning of each month, I meditate and fill it up ■

My focus: business insights and wisdom.

Once you get flowing, it keeps on flowing.

Packing the punch ■

Some people think Twitter is for 280 characters.

I've found the opposite to be true: it's the most effective long-form platform on the planet.

Instead of a single blog post, each section is its own tweet and can be shared.

Maximum momentum!

I try to do long form 1-3 times per week.

I find that if I'm in a meditated state and have picked a good topic, the words just flow out.

These "tweet storms" take about 1-2 hours to get out.

PRO TIP: keep a "list of topics" and any time you think of one, write it down.

What's the secret to writing it so fast?

Here's what I tell everyone: writing truth is easy.

If you have experiences to share, don't think too much, just write.

Be honest with yourself and the audience.

Write about things you're passionate about ■■■

What topics should you choose?

Every human being has experiences that are relatable to others.

Write about THOSE experiences.

Whether it's business or not, I find that sharing Learnings caters to the widest audience of followers.

So many people on Twitter want to improve.

Practice makes perfect.

At first, it was really rough developing my "Twitter fingers".

Just like with ANYTHING, practice makes perfect.

The good news about your Tweets that don't take off...

No one saw them! ■

Most importantly, pick a theme that resonates.

I've tried different styles and have landed on business as my core theme.

Figure out what you want to be known for.

For founders, your journey is an obvious one.

There's a TON to unpack there, and it's not tweeted about enough.

Avoid falling into the Twitter Elitism trap

When I started, I was worried about what Paul Graham would think of my Tweets... that went out the window pretty fast ■

Mine are for a broad audience.

ie. The up-and-comers looking for guidance and really trying to learn.

Some other themes I've seen work:

- > Investigative (deep dives into topics and writing about them)
- > Uplifting (full profiles of other founders and how they became successful)
- > Practical (step-by-step instructions on how to do things)
- > Opinion (offer your opinion on a topic)

Whew... 9:06pm!

1 hour and 6 minutes... not bad.

As I said, practice makes perfect.

And there's no better time to start now ■■■■■■

To all the founders coming online, tty soon!