Twitter Thread by Harsh Makadia



Harsh Makadia
@MakadiaHarsh

Consistency isn't enough to grow on Twitter.

Here are 21 formats that helped me reach 64,000+ followers.

Marketing and Copywriting Practical Guide ■:

In this thread, we will go over:

1. Tweet Formats
2. Twitter Threads Hooks

Warning: You're about to steal some of my secrets that will level up your Twitter game.

Grab a cup of coffee Hot ■■

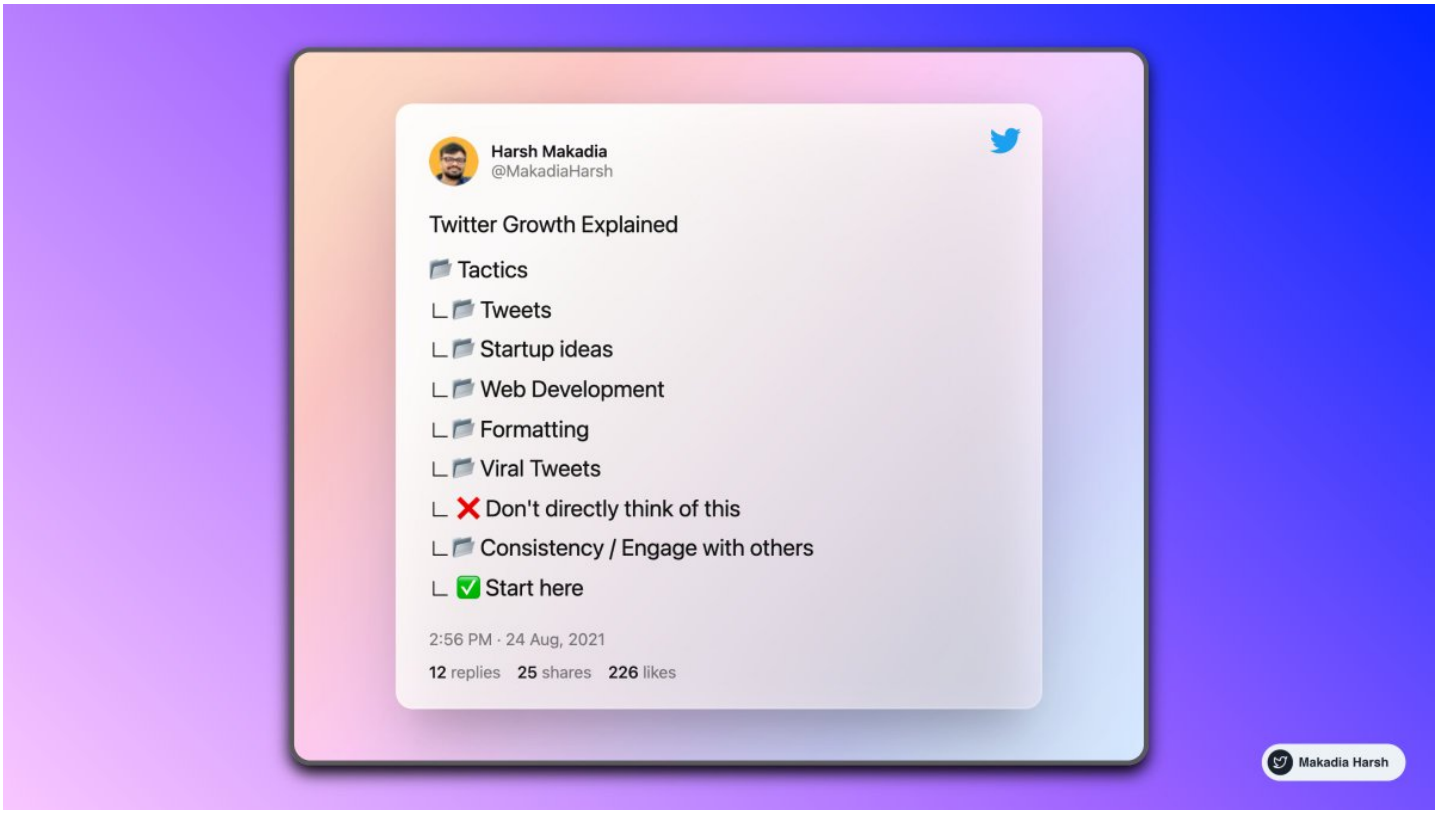
1. Better Presentation

Try to differentiate from the rest.

Good presentation and message passing are crystal clear.

People stop scrolling as they see something new.

Tweet Link:
https://t.co/Ciq27ogrTI

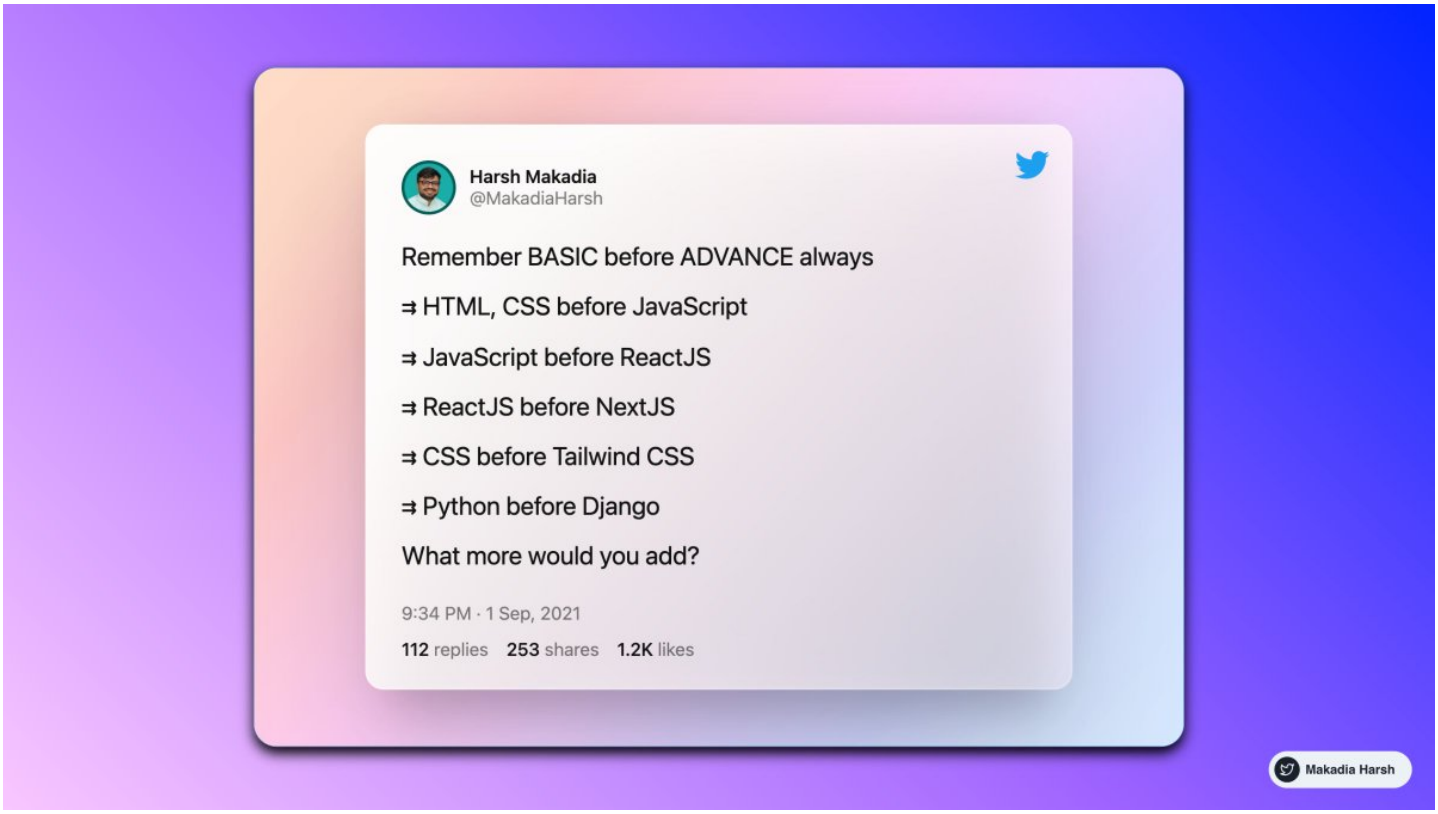


> Twitter Growth Explained
>
> \U0001f4c2 Tactics
> \u221f\U0001f4c2 Tweets
> \u221f\U0001f4c2 Startup ideas
> \u221f\U0001f4c2 Web Development
> \u221f\U0001f4c2 Formatting
> \u221f\U0001f4c2 Viral Tweets
> \u221f \u274c Don't directly think of this
> \u221f\U0001f4c2 Consistency / Engage with others
> \u221f \u2705 Start here
>
> — Harsh Makadia (@MakadiaHarsh) August 24, 2021

2. Share your experience with someone who is starting today

Share some of the common mistakes people make based on your experience.

Tweet Link:
https://t.co/OliLutvsZM



> Remember BASIC before ADVANCE always
>
> \u21c9 HTML, CSS before JavaScript
>
> \u21c9 JavaScript before ReactJS
>
> \u21c9 ReactJS before NextJS
>
> \u21c9 CSS before Tailwind CSS
>
> \u21c9 Python before Django
>
> What more would you add?
>
> — Harsh Makadia (@MakadiaHarsh) September 1, 2021

3. Use Emoji's like a bullet

Easy to relate to and understand faster.

Tweet Link:
https://t.co/rBrXQr7EBY



> Perks of launching your own digital product on @gumroad, You can learn
>
> \U0001f4ca Marketing
> \U0001f4dd Effective writing
> \U0001f4b0Sales
> \U0001f381 Branding
> \U0001f3a8 Design
> \U0001f4bb Code or No-code
> \U0001f464 Customer Support
>
> It's a mini startup experience you see.
>
> — Harsh Makadia (@MakadiaHarsh) September 25, 2021

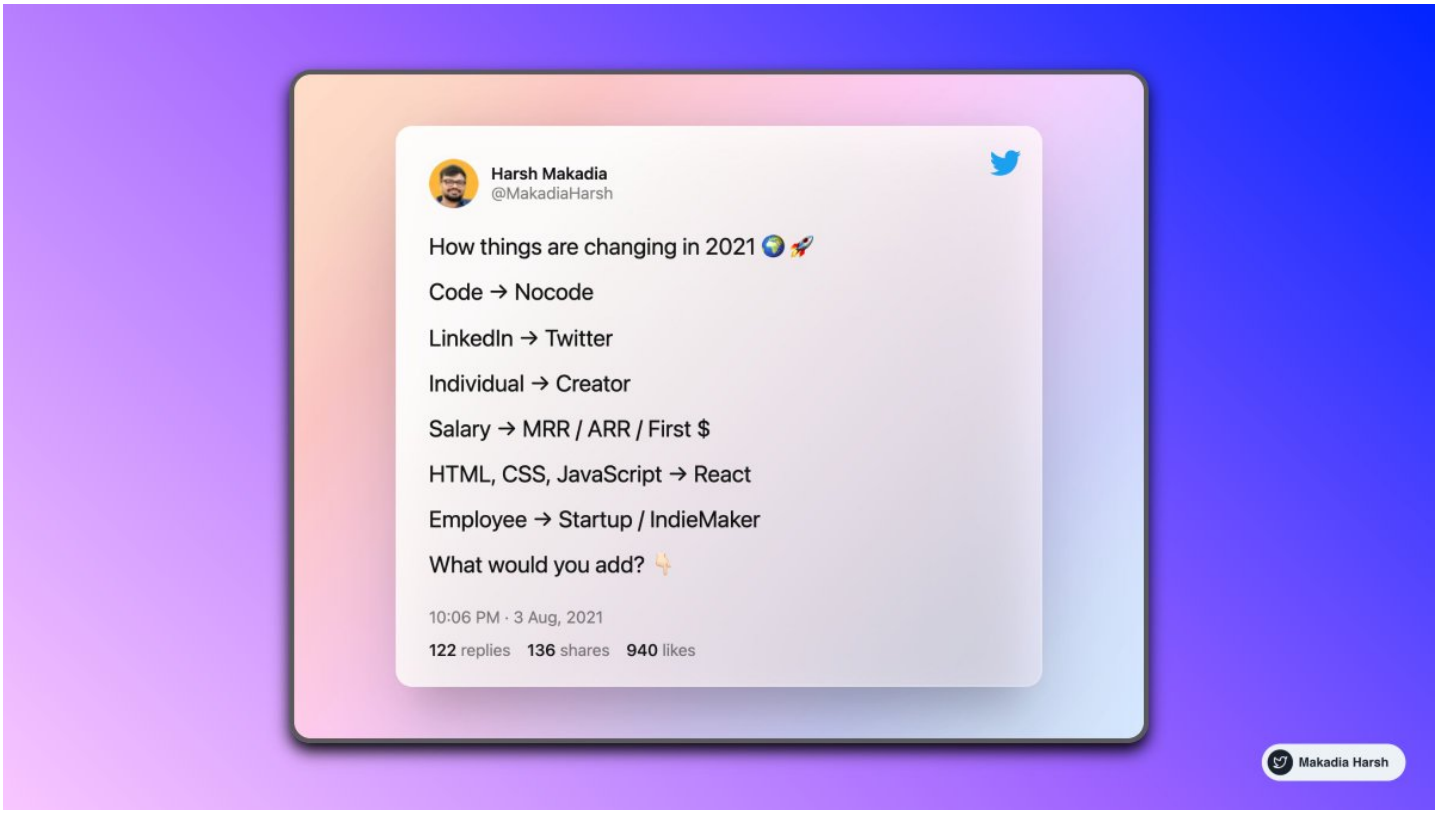
4. Explain the current situation

Better formatting.

Easily relatable despite the niche.

Leaving open-ended questions for everyone to add what they think.

Tweet Link:
https://t.co/mrYqQhUHN9



> How things are changing in 2021 \U0001f30d \U0001f680
>
> Code \u2192 Nocode
>
> LinkedIn \u2192 Twitter
>
> Individual \u2192 Creator
>
> Salary \u2192 MRR / ARR / First $
>
> HTML, CSS, JavaScript \u2192 React
>
> Employee \u2192 Startup / IndieMaker
>
> What would you add? \U0001f447\U0001f3fb
>
> — Harsh Makadia (@MakadiaHarsh) August 3, 2021

5. Target common problem

There are a ton of chances that the problem you are facing is faced by many.

Building is easy, selling is hard. (This is faced by many of us)

People could easily relate, as it is connected with emotions.

Tweet Link:
https://t.co/Vtwz1XB71S



> No matter if you use code or no-code for your startup
>
> Remember \U0001f447
>
> Selling is much harder than building it!
>
> — Harsh Makadia (@MakadiaHarsh) August 10, 2021

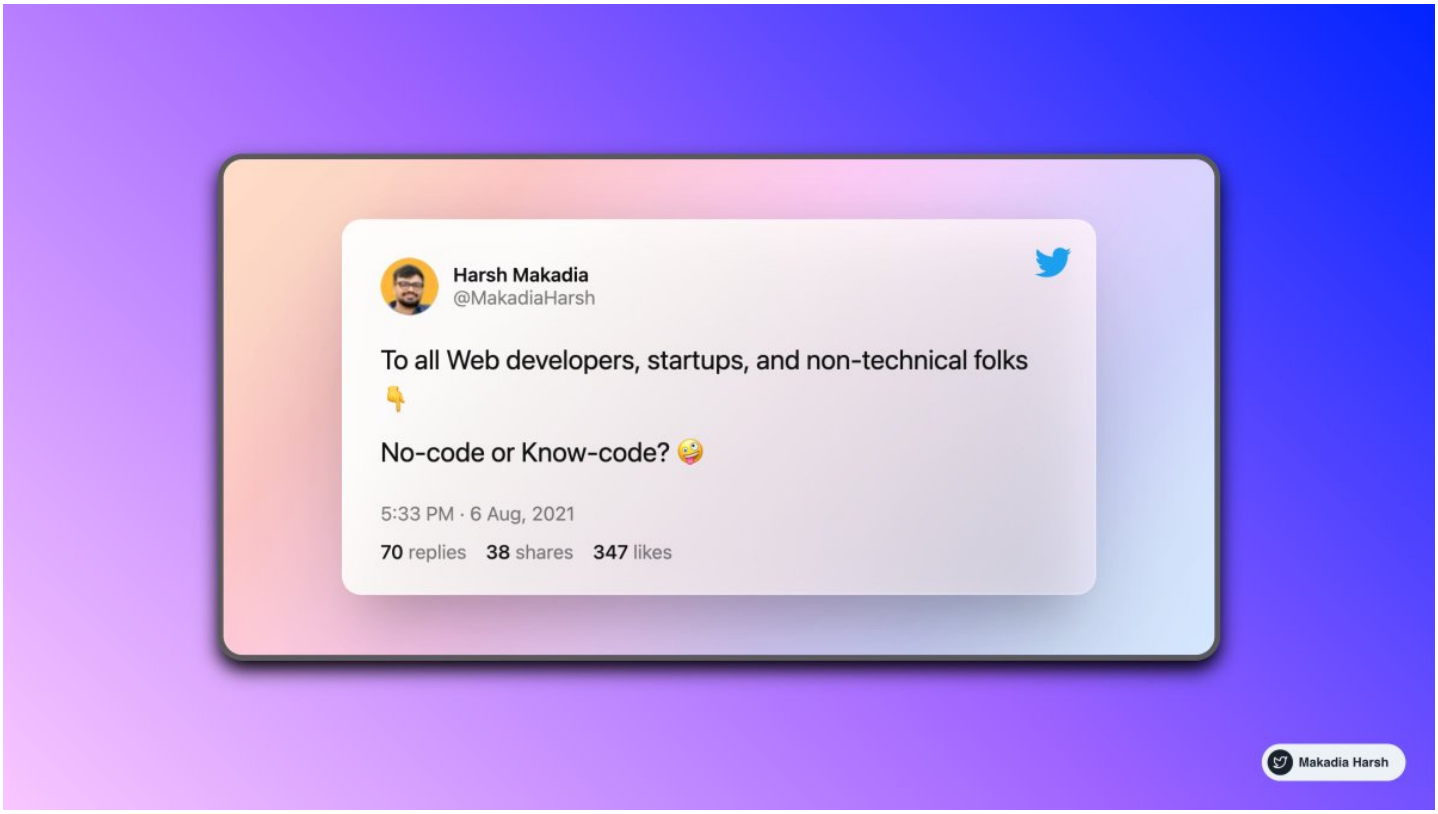
6. Use homophone

This is something interesting by default.

Asking your audience what to do on a highly debatable topic is gold.

Everyone will tap on a tweet to check the comments

Tweet Link:
https://t.co/TCAVFTVL3C



> To all Web developers, startups, and non-technical folks \U0001f447
>
> No-code or Know-code? \U0001f92a
>
> — Harsh Makadia (@MakadiaHarsh) August 6, 2021

7. Share your journey

Take advantage of your experience and guide people accordingly.

Lots of people are starting their journey today, You can easily inspire them.

Tweet Link:
https://t.co/01S9n14olR



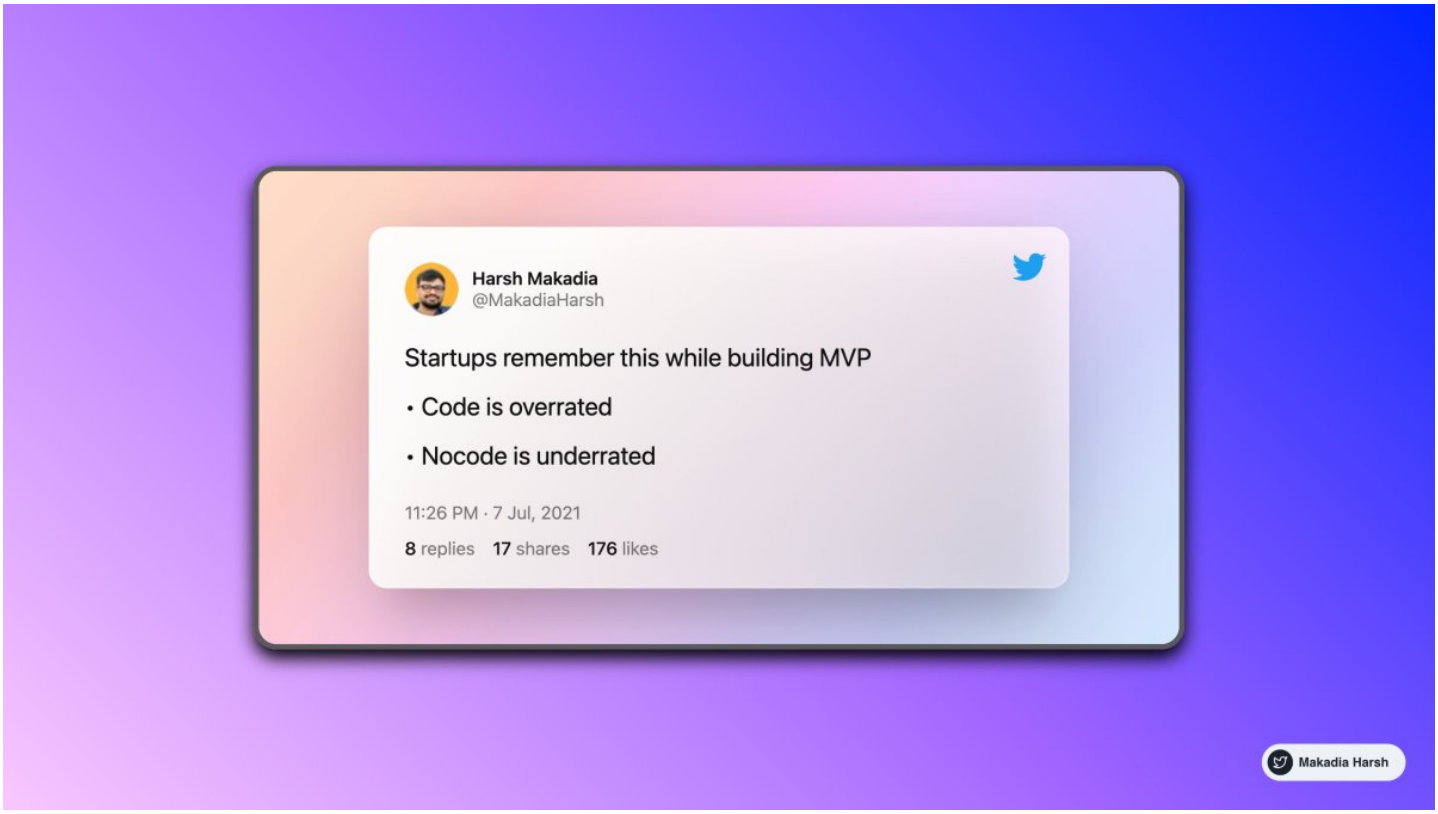
> My web development journey was
>
> 1. HTML, CSS
> 2. Boostrap
> 3. Basic Javascript
> 4. Advance Javascript
> 5. JQuery
> 6. ReactJS
> 7. SCSS
> 8. Styled Components
> 9. Typescript
> 10. NextJS
>
> Pick one at a time, Master it.
>
> \u2799 Reading \u2260 Learning
> \u2799 Practice = Learning
>
> — Harsh Makadia (@MakadiaHarsh) August 8, 2021

8. Underrated / Overrated

This is a common pattern which many people use.

Compare two things against each other and many people will relate it.

Tweet Link:
https://t.co/1dCw3Qa41K



> Startups remember this while building MVP
>
> \u2022 Code is overrated
>
> \u2022 Nocode is underrated
>
> — Harsh Makadia (@MakadiaHarsh) July 7, 2021

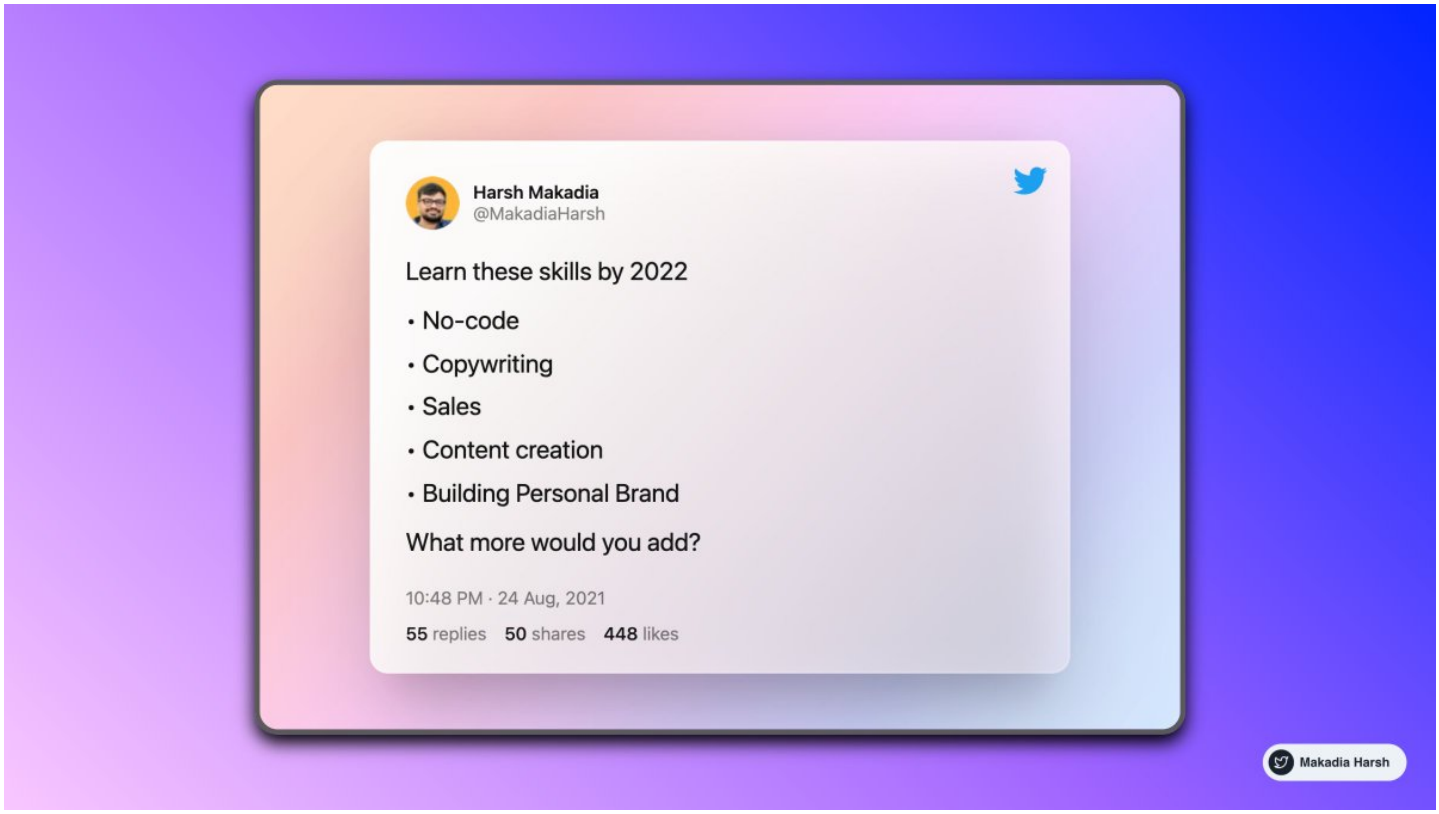
9. Share your opinion of future

Everyone wants to have a bright future.

This brings awareness among many.

You'll find my people who might not be knowing about this and find it helpful.

Tweet Link:
https://t.co/XFO99CVLsB



> Learn these skills by 2022
>
> \u2022 No-code
> \u2022 Copywriting
> \u2022 Sales
> \u2022 Content creation
> \u2022 Building Personal Brand
>
> What more would you add?
>
> — Harsh Makadia (@MakadiaHarsh) August 24, 2021

10. Unpopular opinion

You are trying to differentiate from the rest with your thoughts.

It works well, provided your opinion is damn good.

Tweet Link:
https://t.co/VktHXolZaJ



> Unpopular opinion \U0001f643
>
> Twitter is the fastest way of making international friends sitting at home.
>
> Do you feel the same?
>
> — Harsh Makadia (@MakadiaHarsh) August 18, 2021

11. The more, the less

Try using the opposite of the word in the same tweet. (Less / More)

It sounds very sweet while reading.

Short tweets are easy to digest.

Tweet Link:
https://t.co/hzTA5GrHyi



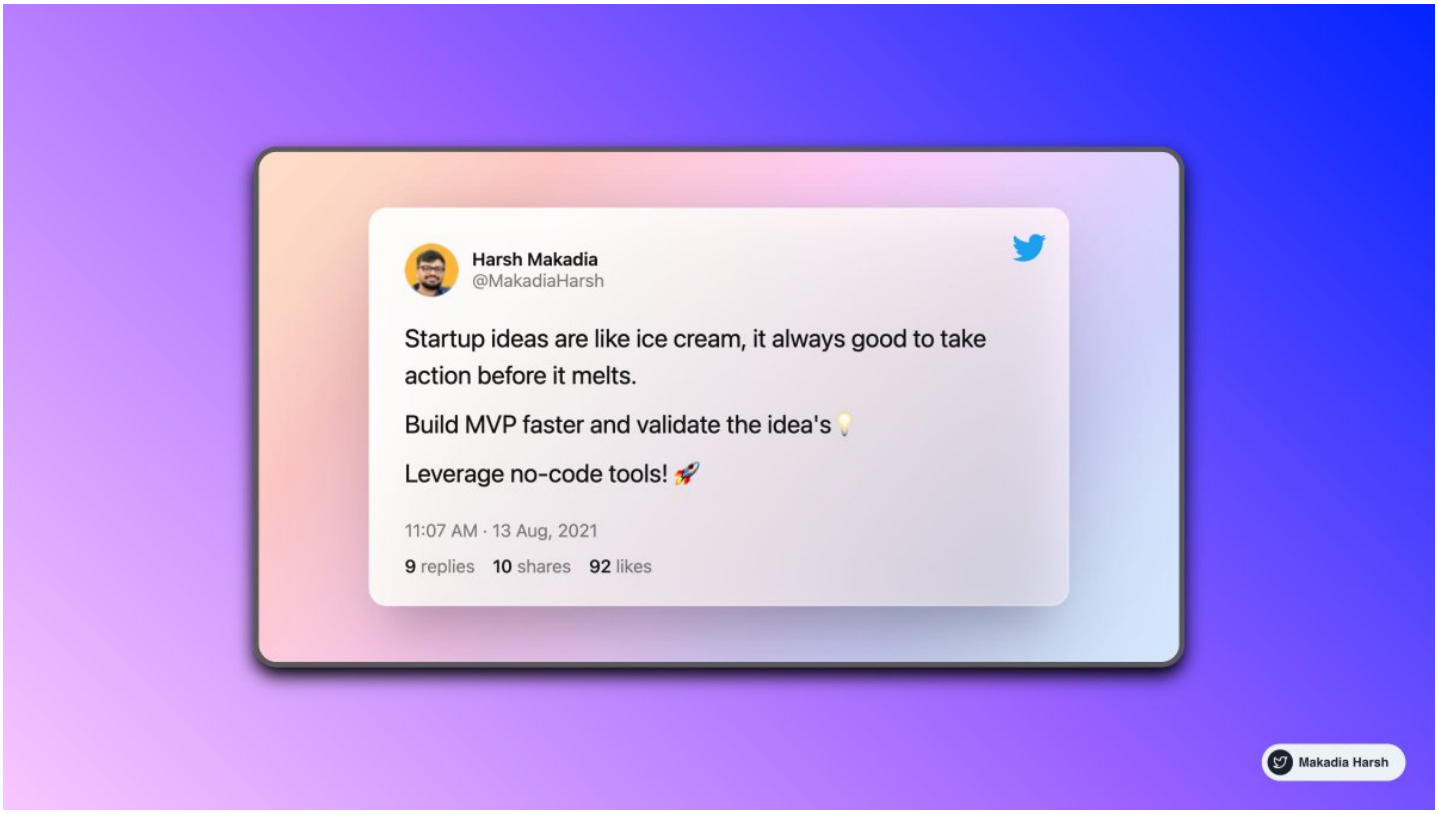
> Startup Hack!
>
> The more you code, the less faster you develop MVP.
>
> — Harsh Makadia (@MakadiaHarsh) July 11, 2021

12. Compare something with other

Comparing things with other things helps to understand thoughts crystal clear.

Message passing is sharp and crystal clear to digest faster.

Tweet Link:
https://t.co/fMFNL7h7WE

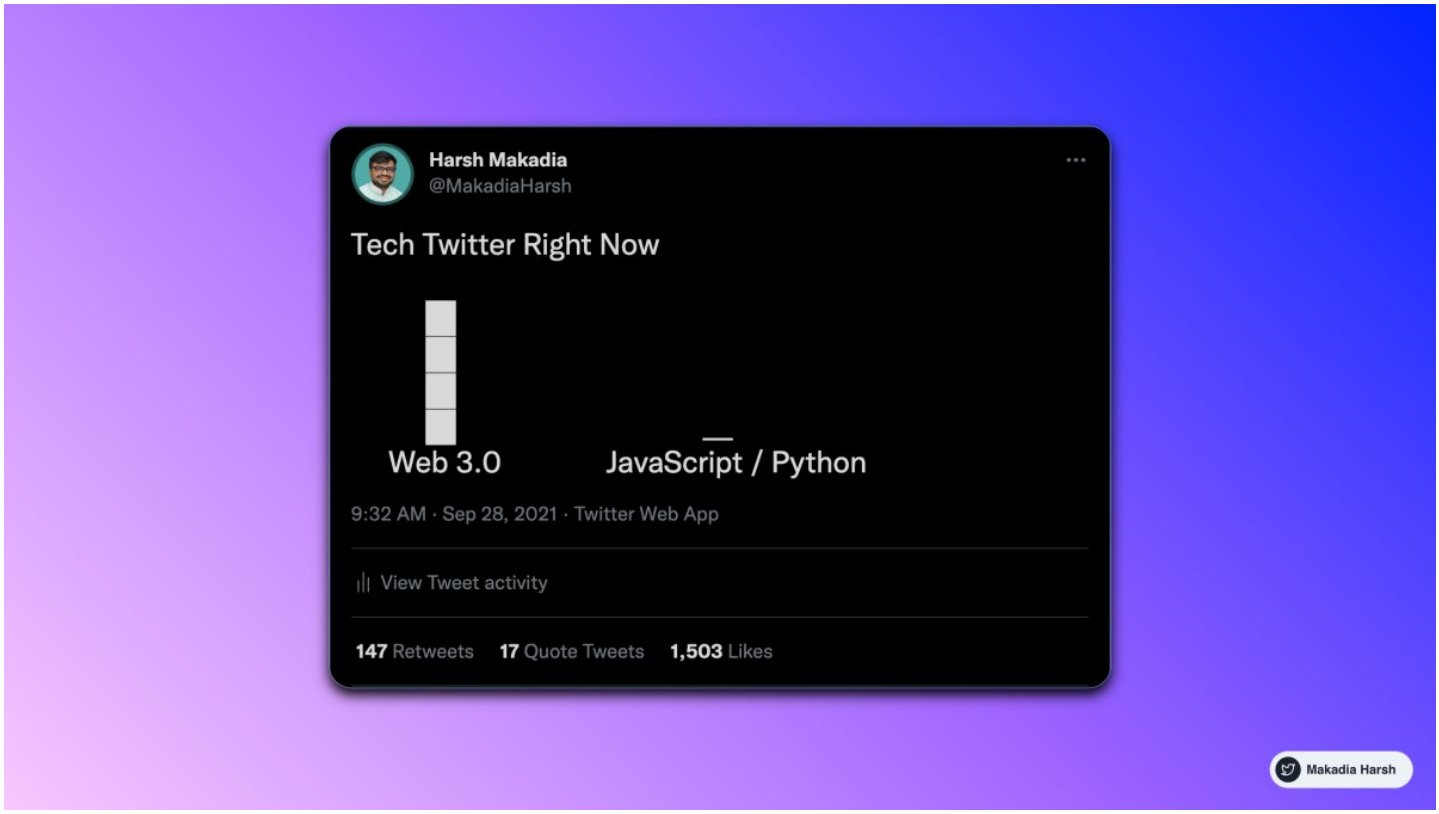


> Startup ideas are like ice cream, it always good to take action before it melts.
>
> Build MVP faster and validate the idea's\U0001f4a1
>
> Leverage no-code tools! \U0001f680
>
> — Harsh Makadia (@MakadiaHarsh) August 13, 2021

13. Go with the trend

It becomes easy for everyone to relate faster.

Tweet Link:
https://t.co/RThNsMWuLs



> Tech Twitter Right Now
>
> \u2588 \u3000\u3000
> \u2588\u3000
> \u2588\u3000
> \u2588\u3000 \uff3f
> Web 3.0 JavaScript / Python
>
> — Harsh Makadia (@MakadiaHarsh) September 28, 2021

14. Alert People

Bringing awareness amongst people so they don't make the mistake is amazing.

You are stopping people from taking shortcuts.

You are guiding others and helping them in the right way.

Tweet Link:
https://t.co/c9W5XoS0WD



> Life Lesson:
>
> Overnight success is a scam. Don't fall for it.
>
> Building things take time. Keep the momentum going!
>
> — Harsh Makadia (@MakadiaHarsh) August 24, 2021

Now, Let's take look at how to write better hooks for threads

Why Is a Good Hook Important?

You need to give reason to your audience to invest their time in what you have written.

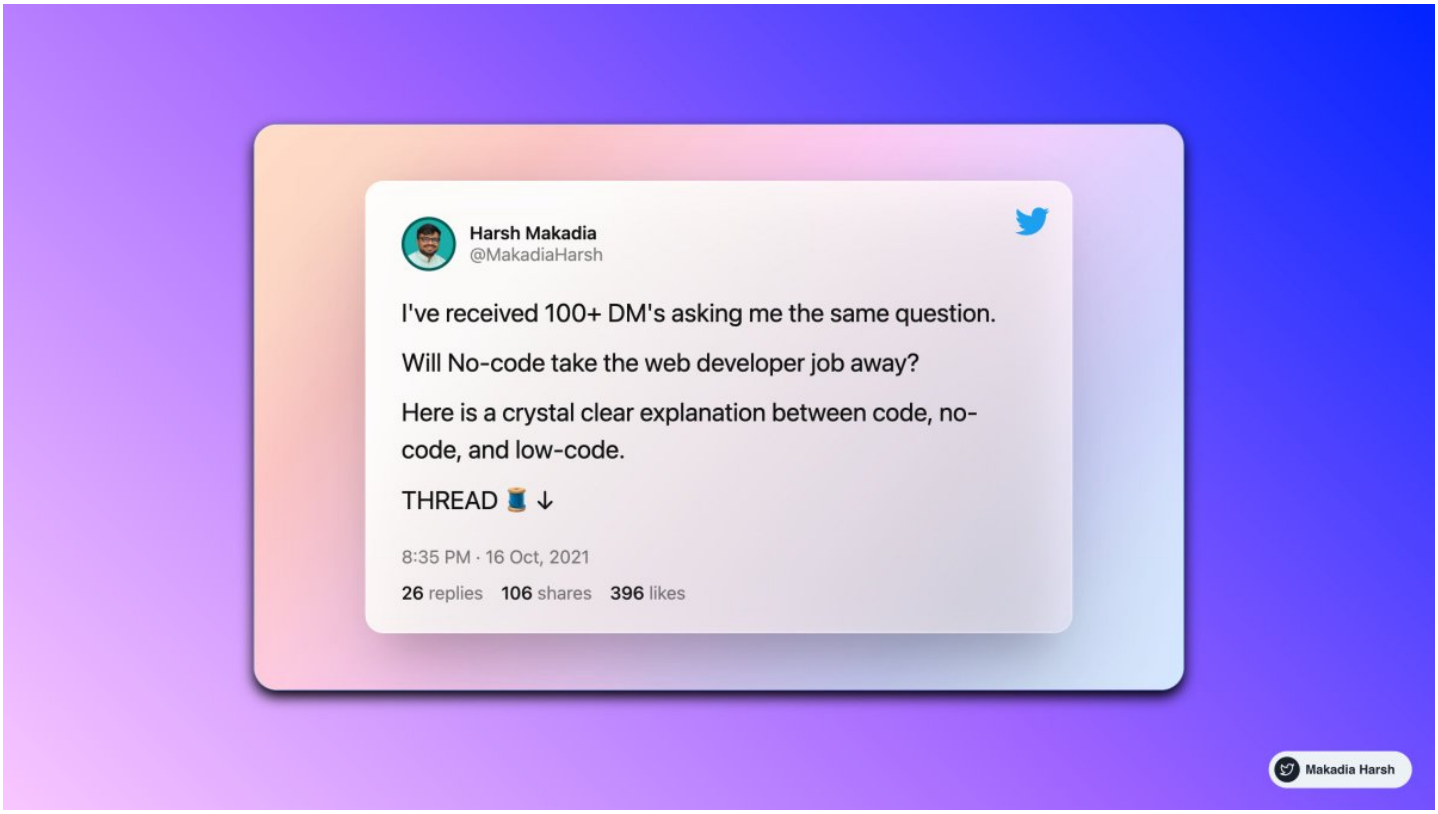
With a good hook, you can completely immerse your audience into your content.

15. Leave your audience in suspense

This will generate more curiosity amongst the audience and the desire to click and read the thread.

They will be curious to know what's cooking inside.

Tweet Link:
https://t.co/3Tuu4z6wgL

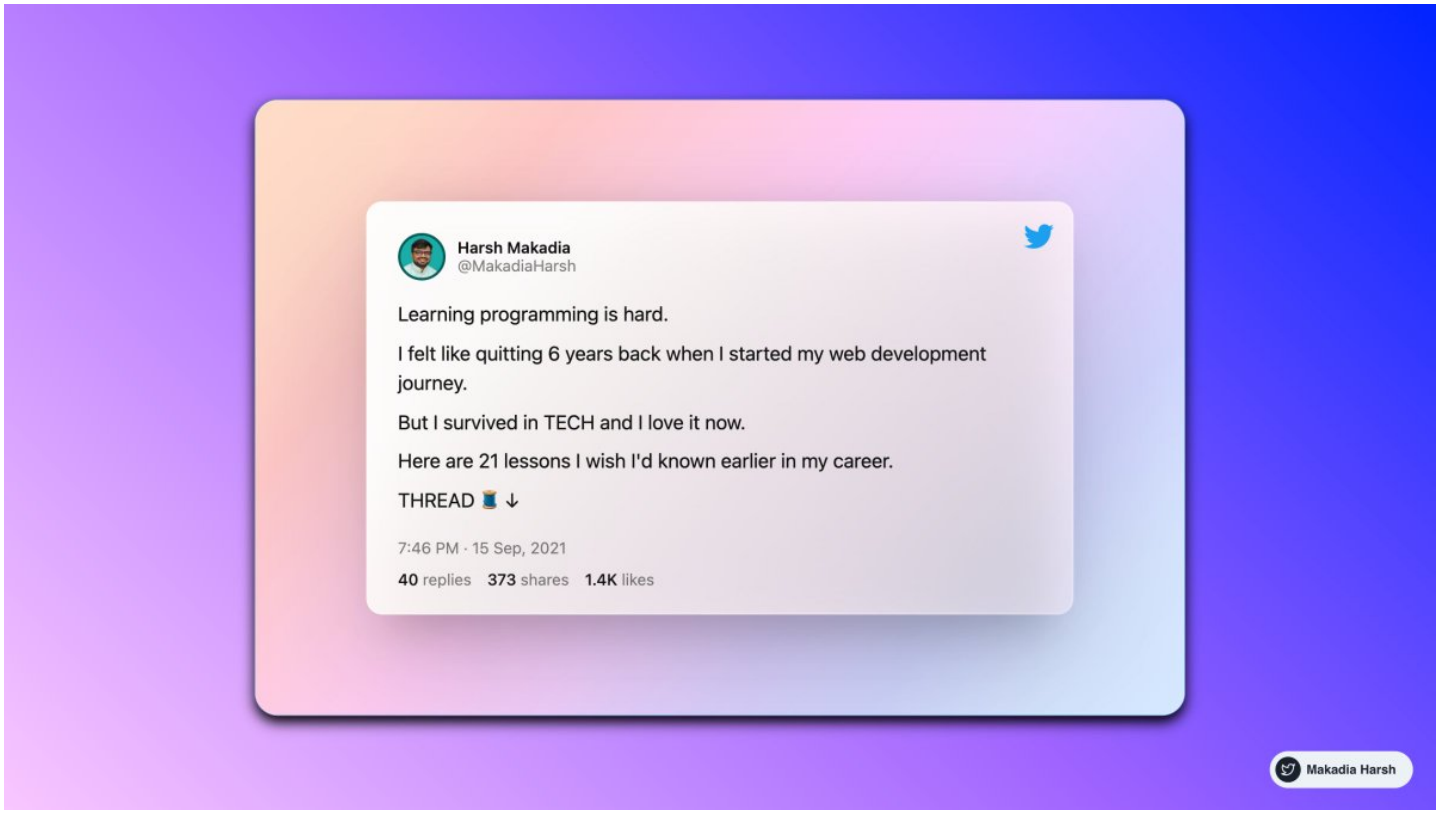


> I've received 100+ DM's asking me the same question.
>
> Will No-code take the web developer job away?
>
> Here is a crystal clear explanation between code, no-code, and low-code.
>
> THREAD \U0001f9f5 \u2193
>
> — Harsh Makadia (@MakadiaHarsh) October 16, 2021

16. Tell your personal stories

Personal stories are the ones that get the biggest impression, Everyone loves to hear story especially when you are sharing your experience.

Tweet Link:
https://t.co/8MBXy9009I



> Learning programming is hard.
>
> I felt like quitting 6 years back when I started my web development journey.
>
> But I survived in TECH and I love it now.
>
> Here are 21 lessons I wish I'd known earlier in my career.
>
> THREAD \U0001f9f5 \u2193
>
> — Harsh Makadia (@MakadiaHarsh) September 15, 2021

Here is another example of personal stories

Tweet Link:
https://t.co/Y37qxVhwrE



> I turned 28 today!
>
> Here are 15 lessons I wish I had known when I was 18.
>
> THREAD \U0001f9f5 \u2193
>
> — Harsh Makadia (@MakadiaHarsh) October 11, 2021

17. Make a surprising statement

Starting your thread with a controversial or unexpected statement will encourage your audience to keep reading.

Make sure your content is living up to the expectation in the subsequent threads.

Tweet Link:
https://t.co/8hKuB8L1sU

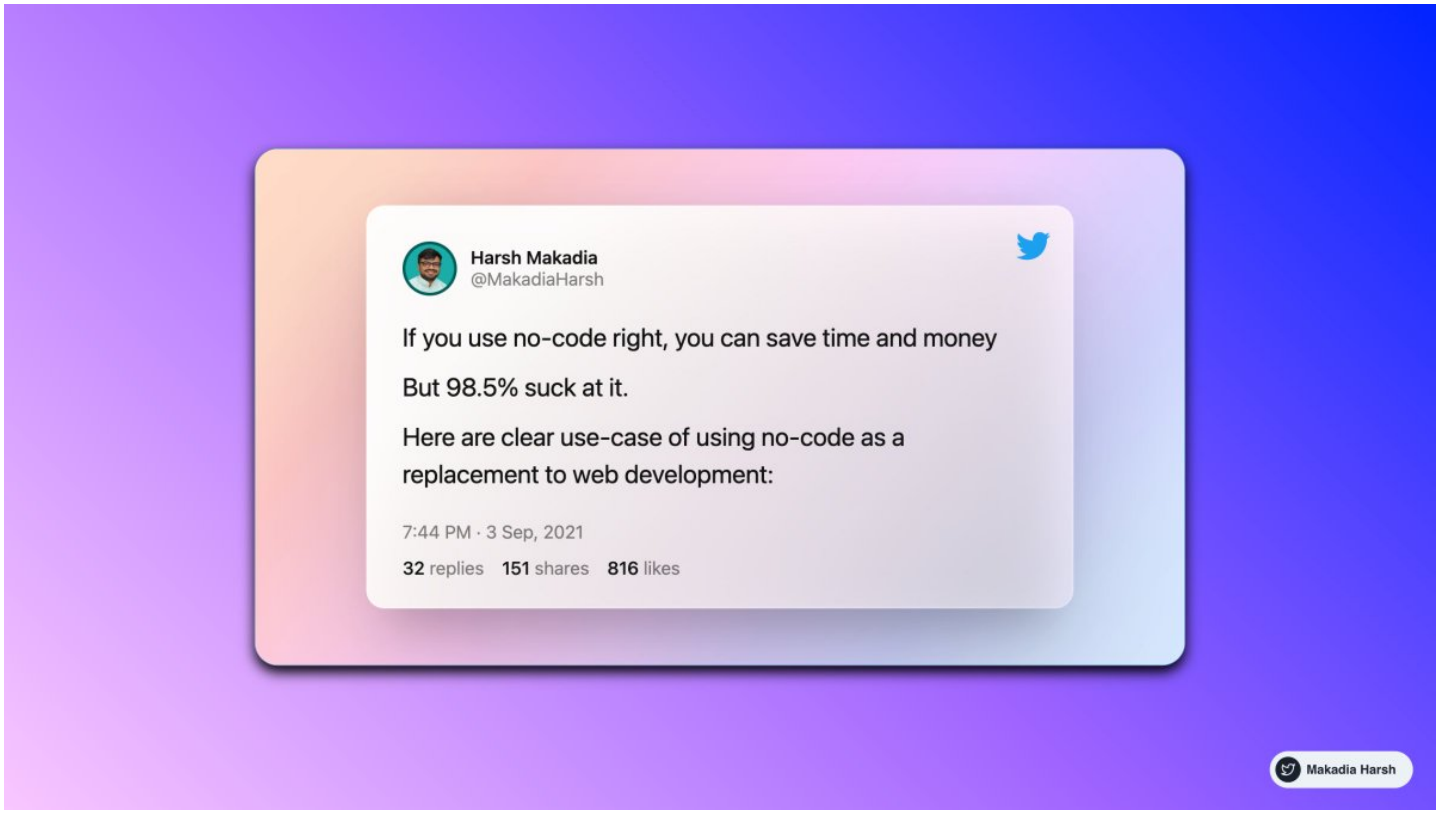


> 17 Killer Websites for Web Developer \U0001f92f
>
> 99.8% don't know all of them.
>
> THREAD \U0001f9f5 \u2193
>
> — Harsh Makadia (@MakadiaHarsh) September 10, 2021

18. Tell the audience they are not doing it right

This is a clear sign that most of them will tap on the thread to test their knowledge and deep dive inside.

Tweet Link:
https://t.co/lBURtcgrvS



> If you use no-code right, you can save time and money
>
> But 98.5% suck at it.
>
> Here are clear use-case of using no-code as a replacement to web development:
>
> — Harsh Makadia (@MakadiaHarsh) September 3, 2021

19. Show them the stats

It is very clear that you have done the homework and are ready to share your finding with the audience.

You are saving hours by doing research on your own.

Tweet Link:
https://t.co/PhxIMblIS0



> I've reviewed over 120+ Apps built with No-code tools.
>
> Here are the 24 Most used tools that are the biggest breakthrough for web development.
>
> MEGA THREAD \U0001f9f5 \u2193
>
> — Harsh Makadia (@MakadiaHarsh) October 25, 2021

20. Statement hook

Statement hooks often make the reader either want to argue against your view or follow along with your thoughts.

Tweet Link:
https://t.co/kSe2OqvgQw



> You cannot build an audience only with consistency.
>
> I've grown my following to 15,000 in less than 6 months.
>
> Steal all my strategies for $0
>
> THREAD \U0001f9f5 \u2193
>
> — Harsh Makadia (@MakadiaHarsh) November 1, 2021

21. Educate them and answer WHY

Everyone loves to learn from your success, tell them why they need to start doing something.

Tweet link:
https://t.co/58QlTr5ajh



> Writing content and blogs about my web development journey has changed my life.
>
> I earned over $1000+ and got 7000+ followers over the different platforms in the last 3 months.
>
> Here is why you should consider writing, It's the most valuable skill to have.
>
> Thread \U0001f9f5 \u2193
>
> — Harsh Makadia (@MakadiaHarsh) September 20, 2021

If you loved this thread like or retweet the first tweet.

Follow @MakadiaHarsh for more such threads. https://t.co/m8vb0fLleI

> Consistency isn't enough to grow on Twitter.
>
> Here are 21 formats that helped me reach 64,000+ followers.
>
> Marketing and Copywriting Practical Guide \U0001f9f5:
>
> — Harsh Makadia (@MakadiaHarsh) May 19, 2022