Twitter Thread by Justin Welsh

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Most people suck at building relationships online.

It's always:

- Help me!
- Can I pick your brain?
- Will you like my Tweet?

A terrible approach.

Here's how the top accounts on Twitter build real relationships:

■

To start, trust me when I say this:

Your online network determines your level of success on platforms like Twitter, and largely in your business.

The bigger and stronger your network is, the more likely you are to be successful in whatever endeavor you choose.

Here's what you'll learn in this thread:

1. Creating a digital "first impression"
2. Using a value-driven approach
3. Combining specificity with support
4. Making relevant intros
5. Using DM's effectively
6. An example of this in action

Let's go ↓

Create a clear & compelling profile

To build strong relationships, you need to give people a reason to be interested in you.

Start with a clear and compelling profile.

This is your "digital first impression", just like a first impression offline.

https://t.co/JEHfKz0S2Q

> I hesitate following people who don\u2019t have a description in their bio or no profile picture.
>
> A good bio is a strong signal. With little effort, it\u2019s an invitation for the curios to connect.
>
> If you want to build relationships on Twitter, put effort into this first impression.
>
> — Arvid Kahl (@arvidkahl) December 20, 2020

Your profile cheat sheet:

- Banner: Show off your brand
- Headshot: Clean and polished
- Bio: What are you doing & what can people expect?
- Pinned Tweet: Provide deeper context on your journey

Answer this: “What am I doing that's interesting enough for someone to follow me?”

Create a value-driven relationship approach:

When you reach out to someone, imagine you are one of 1,000 people doing the same thing. Yikes.

How can you differentiate yourself?

Provide value upfront with no expectation of immediate return.

Try 1 of these things weekly ↓

Use a relevant, specific compliment:

Tell them something specific they’ve done that you enjoy.

If you liked a specific podcast/article, tell them why, and what impact it had on you.

Use a soft “out”:

i.e. "No need to reply, just wanted to share how it impacted me!"



Permissionless support:

Support someone w/o asking their permission.

You could share their content in your newsletter or create a visual of their Tweet.

That's exactly what @SachinRamje did with me, creating this beautiful visual that he shared:

https://t.co/7VK7tbkXYQ

9 realistic ways to make money online;

Hyper-visual thread\U0001f9f5on how to make $200K/year

- @JustinSaaS

Justin Welsh has done over $1M in income in 2 years as an entrepreneur.

Revenue breakup:
- Consulting: $880k
- Products: $341k
- Community: $81k

\u27a4 Read \u27a4 Save \u27a4 Share pic.twitter.com/RILkdWCUDR

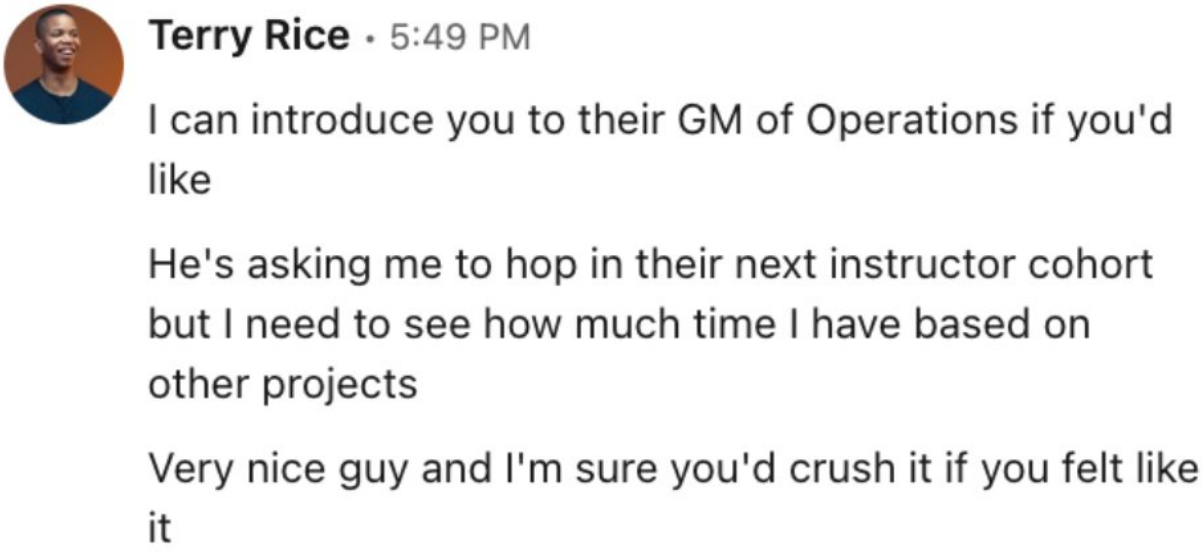
— Sachin Ramje \U0001f6a2\U0001f3f4\u200d\u2620\ufe0f (@SachinRamje) November 28, 2021

@SachinRamje Make a meaningful introduction

Connecting 2 people who can help one another is powerful.

Solve their problem with a connection & you leapfrog hundreds of other people trying to build that relationship.

@itsterryrice learned I needed help and reached out like this:



@SachinRamje @itsterryrice Use DMs effectively to build relationships:

I don't need to reinvent the wheel here.

So, if you're looking for an excellent primer on how to use DMs to build relationships online, read this Tweet thread from @thedankoe

https://t.co/ojNvKCFeDd

> Most people suck at DMs.
>
> "Hi"
> "How are you"

"Please follow back"

Will probably get you blocked more than it gets responses.

Let me make DMs easy for you in 7 steps:

— DAN KOE (@thedankoe) June 9, 2022

@SachinRamje @itsterryrice @thedankoe An example of this in action:

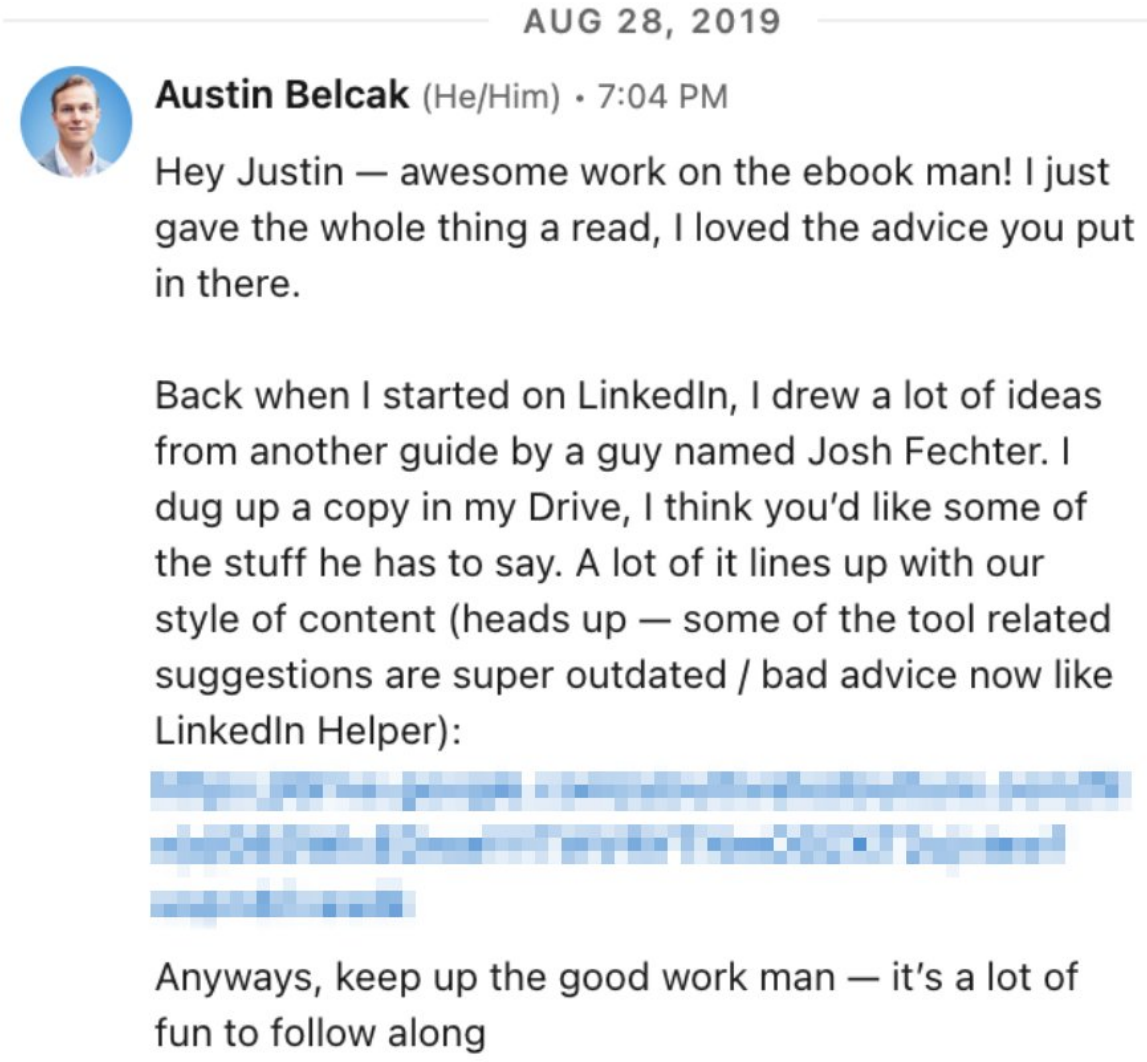
One of the strongest online relationships I've formed over the past 3 years has been with @austinbelcak.

We first exchanged messages in July of 2019 as up-and-coming creators.

Here's how the relationship started and blossomed:

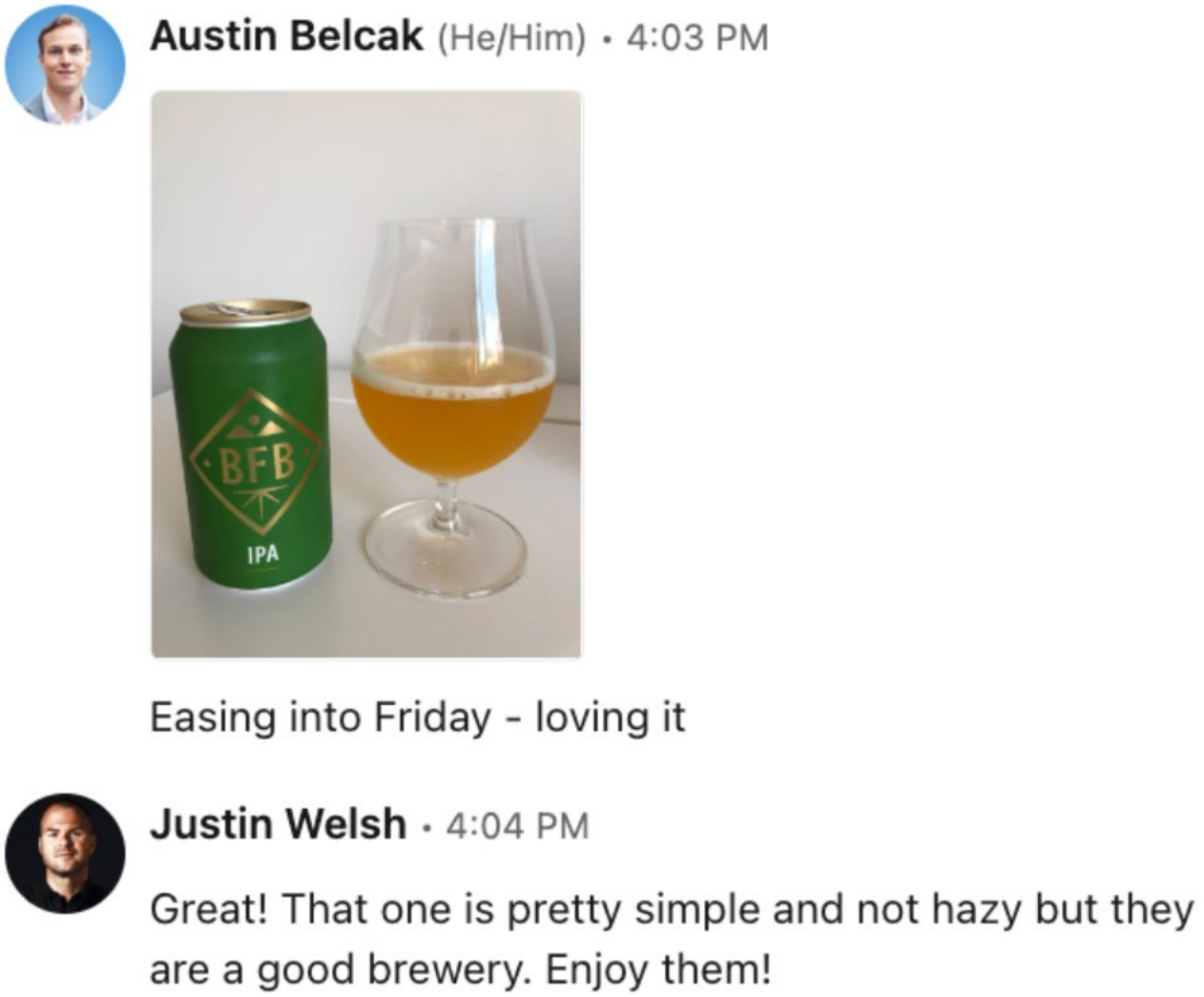
@SachinRamje @itsterryrice @thedankoe @austinbelcak 2019 to 2020

2019: Austin DMs me & shares a copywriting PDF he enjoys.
2019: I reach out & we book a Zoom cadence to chat business.
2020: I'm a guest on Austin's LinkedIn Live event.
2020: We exchange LinkedIn recommendations.



@SachinRamje @itsterryrice @thedankoe @austinbelcak 2020 to 2022

2020: Austin intros me to a great podcast I become a guest on.
2020: I learn Austin loves beer, I send him some Nashville IPAs.
2021: Austin is a guest in my private community for a presentation.
2022: We're discussing doing business together.



@SachinRamje @itsterryrice @thedankoe @austinbelcak It’s been 3 years since our first DM exchange, and we’ve supported each other’s growth since.

This is a really good example of building an organic relationship over time, and how you can work with people to grow together.

And believe it or not, we’ve still never met in person.

@SachinRamje @itsterryrice @thedankoe @austinbelcak That's a wrap.

If you enjoyed this:

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2. Join 36,000+ solopreneurs in my weekly newsletter, The Saturday Solopreneur.

You'll get one business tip each week that you can read in less than 4 minutes:

https://t.co/vCOnWlle21