Twitter Thread by Nick Gray in NYC

Nick Gray in NYC
@nickgraynews

This is Robert. He started a business in NYC with zero money. 10 years ago he began waiting in long lines for rich people. But then Robert did something very special...



I just learned about Robert and his business today. I saw this HUGE line of attractive women all along Houston Street in Manhattan. What is going on??

They are all waiting to access the @UllaJohnsonInc sample sale. Their floral and pattern dresses are usually expensive. But-



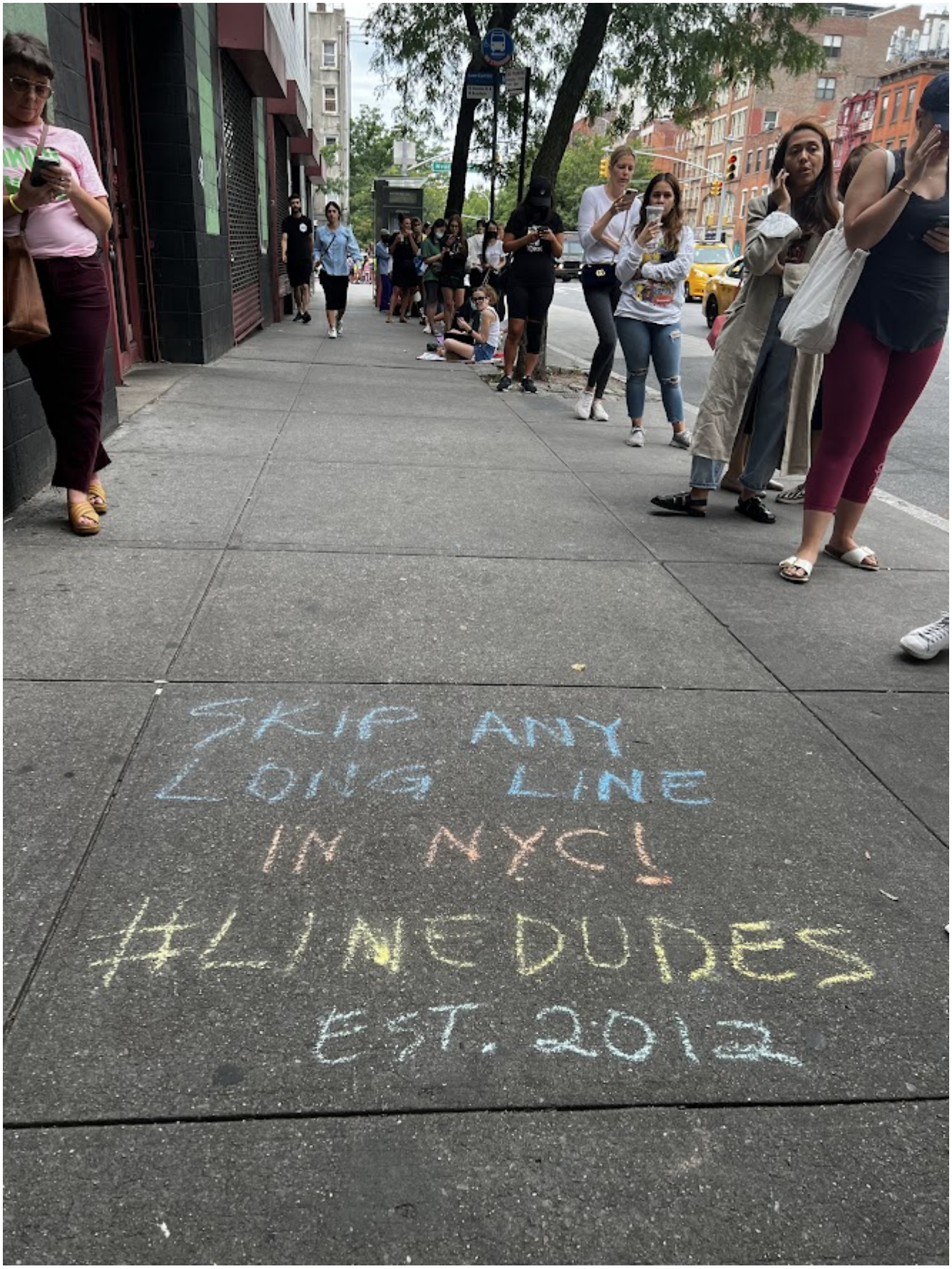
back to Robert. He was waiting in lines for people to buy Cronuts at first. Cronuts were a craze 10 years ago: part croissant and part doughnut. Robert waited in the line himself and would charge $25 per hour for a minimum of 2 hours



Rich people loved it: Robert would wait in line for 2 hours. Then he would text them when he was near the front of the line. His customers would walk right up to the front of the line. It was a nice little job he made for himself. But how to grow it?

Robert expanded his services. He helped people to buy iPhones, theater tickets, or sneakers. Waiting in lines and charging for the spot is not a new idea. But then Robert did something different...

here's what he did to explode his business: he added some simple branding. He called his company "LINE DUDES" and hired his friends to wear his swag. Then he would write in chalk outside the long lines advertising his services. He made small posters, too, like these



Today Robert has one of the largest line-holding svcs in NYC. I met him and his team this morning. I think his company is pretty cool! Much respect to Robert and the business he is building ■
You can hire Robert at +1-347-744-WAIT or see his website at https://t.co/cNjYlacd0o



Find Robert and his company on Twitter at @sold_inc and see more photos of the huge line they worked today for several customers on my Instagram Story here https://t.co/3Nf3QD2dNF