Twitter Thread by Jasper Polak



Jasper Polak
@polak_jasper

Profile created: January 21st

February: +29 followers
March: +53
April: +151
May: +5,595 ■

Save yourself 3 months. Copy what worked for me:

I'm not a Twitter expert. I'm just a guy trying to make it work.

Just like you.

Let's look at the 5 main steps I followed:

1) Get the basics in place
2) Invest in yourself
3) Find your crew
4) Write like a human
5) Compound momentum

1) The basics

• Build a relevant profile
• Follow the right people
• Start engaging & posting

@IAmClintMurphy wrote a deep dive on this:
https://t.co/7LOpRCKepL

I paid thousands of dollars and spent 500+ hours studying Twitter to provide you this free guide.

How to grow from 0 to 20,000+ followers in six months or less:

— Clint Murphy (@IAmClintMurphy) March 21, 2022

@IAmClintMurphy Hustle through the cold start from (0-500 followers)

• Engage with larger accounts, add value to their conversation
• Finetune your positioning with their feedback
• Build relations in DMs after engaging

My rule of thumb:
• 20 replies
• 1 Tweet
• 3 DMs

Every day!

@IAmClintMurphy 2) Invest in yourself

If you can, spend some money to learn from the best.

I took two different courses:
1. Create, Publish, Profit by @creation247
2. Audience Building by @blakeaburge & @SahilBloom

Both were excellent, with different angles.

@IAmClintMurphy @creation247 @blakeaburge @SahilBloom The right tools leverage your time.

I love these tools, and use them daily:
• Analytics on steroids: @blackmagic_so
• Scheduling & ideas: @TweetHunterIO
• Content production: @NotionHQ
• Grammar: @Grammarly

What would you add?

@IAmClintMurphy @creation247 @blakeaburge @SahilBloom @blackmagic_so @TweetHunterIO @NotionHQ @Grammarly 3) Find your crew

Your crew:
1. Provides energy & feedback to supercharge your writing
2. Engage with each other's posts to increase distribution

From early DMs, I owe a lot to @Denis__Shatalin and @dagorenouf.

Today, people like @BrianFOConnor and @EvergreenMEP fuel my fire.

@IAmClintMurphy @creation247 @blakeaburge @SahilBloom @blackmagic_so @TweetHunterIO @NotionHQ @Grammarly @Denis__Shatalin @dagorenouf @BrianFOConnor @EvergreenMEP 4) Write like a human

You have figured out what to do
You have studied how to do it
Now you have to do it

From 500 followers, you have initial distribution.
Now the fun starts: it's writing time.

@IAmClintMurphy @creation247 @blakeaburge @SahilBloom @blackmagic_so @TweetHunterIO @NotionHQ @Grammarly @Denis__Shatalin @dagorenouf @BrianFOConnor @EvergreenMEP Threads are great to increase your reach.

Remember Clint's basics of writing:
• Write 2-3 threads per week
• Pay attention to formatting
• Learn to write stories
• Hook = everything
• Look at the data
• Clear > clever
• Give value

But most of all: write like a human.

@IAmClintMurphy @creation247 @blakeaburge @SahilBloom @blackmagic_so @TweetHunterIO @NotionHQ @Grammarly @Denis__Shatalin @dagorenouf @BrianFOConnor @EvergreenMEP People don't follow robots. They follow people.

• Explore your niche & curiosity
• Share what you're learning along the way
• Use an authentic voice, write as you speak
• Don't be afraid to take a stance - some controversy is great

Boos don't block dunks!
- Kobe Bryant

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Your mind, your audience, and the Twitter algo.
They all love the same: consistency.

Big goals, small steps.
Keep batting.

My 2,681st Tweet got more impressions than all the previous 2,680 Tweets combined.

If I can do it, you can too.

@IAmClintMurphy @creation247 @blakeaburge @SahilBloom @blackmagic_so @TweetHunterIO @NotionHQ @Grammarly @Denis__Shatalin @dagorenouf @BrianFOConnor @EvergreenMEP If you enjoyed this, I have two requests:

1. Follow me @polak_jasper for more on people & execution.
2. Retweet this thread to help me reach more people.
https://t.co/2tmnVPT8lS

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>
> Save yourself 3 months. Copy what worked for me:
>
> — Jasper Polak (@polak_jasper) June 2, 2022

@jackbutcher put this whole thread in one visual:

https://t.co/abdQDjEw0s

> the leap of faith between consistency and compounding pic.twitter.com/nC7berS1xn
>
> — Jack Butcher (@jackbutcher) June 2, 2022