

Twitter Thread by [Jay Yang](#)

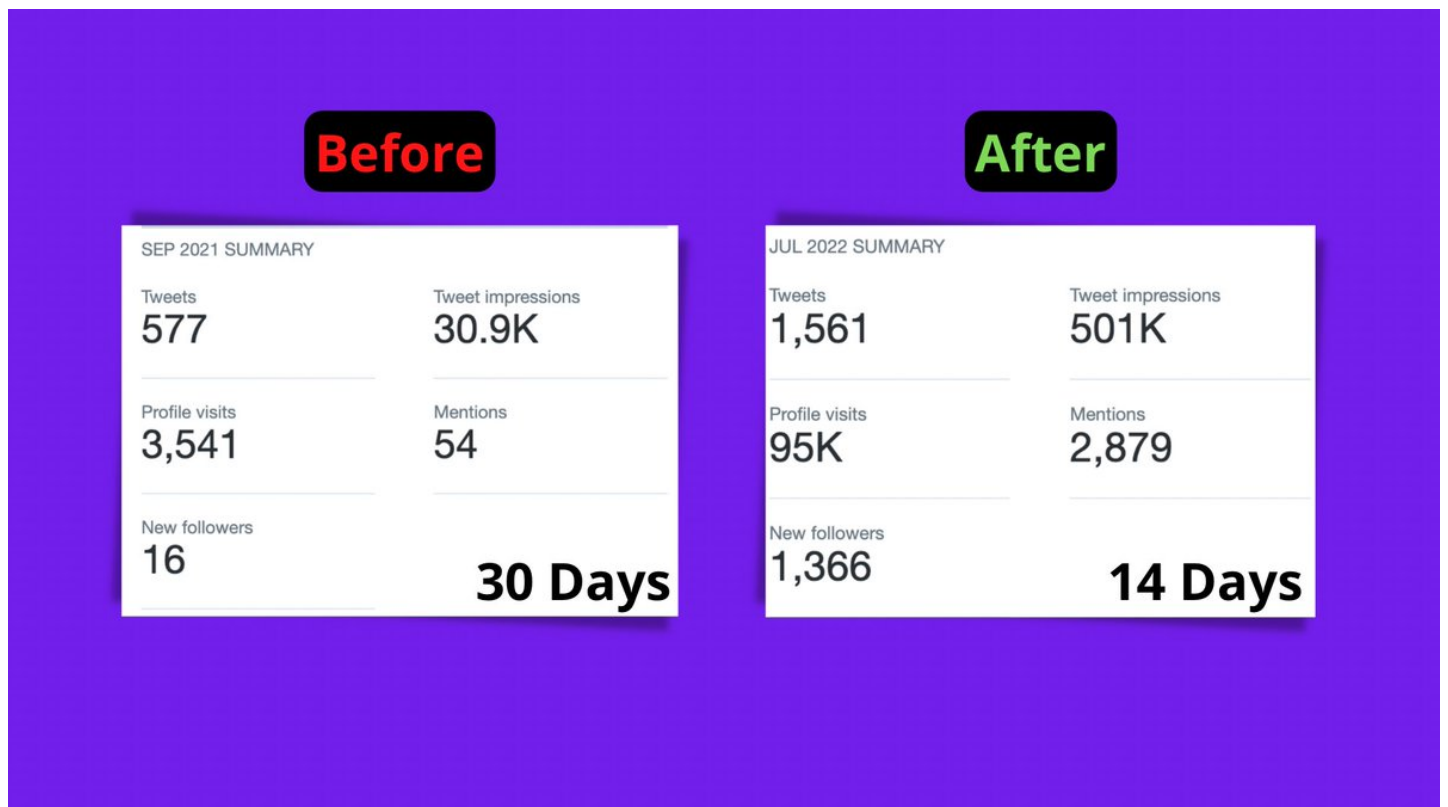
[Jay Yang](#)

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I went from gaining 16 followers in 30 days to 1,366 in just 14 days.

Here's how:



1/ Quantity leads to quality

It's a numbers game.

The more you tweet, the better you will become.

The better you are, the more you will grow.

In the beginning, I would tweet at LEAST 10x a day.

■2/ Write threads

When I first started out, I made myself a challenge to...

Write 30 threads in 30 days.

Guess what?

60% of my growth came from those 30 threads.

More importantly, I learned how to write them more effectively.

Here are my free templates to write better threads:

<https://t.co/dbN4GdinT4>

■3/ Make real friends

When I first started on Twitter, I knew no one.

I had no network, no accountability, & no feedback.

I started reaching out to other creators, adding value where I could, and writing every day.

Now, I'm happy to say I've met many smart creators:

- [@thatroblennon](#)
- [@_syedhug](#)
- [@TheAlexaPowell](#)
- [@liammotivado](#)
- [@JohnIsBuilding](#)
- [@nitisarran](#)
- [@UliKuenzel](#)
- and more!

■4/ Build in public

As a 16 yr old, I don't have much experience.

So, instead I write about me gaining that experience.

This thread is a perfect example.

Achieve something → Share it

Fail → Share lessons

■5/ Diversify your content

@thedankoe says your tweets should be:

- 60% Growth
- 20% Authority
- 20% Authenticity

Balance education + entertainment + inspiration.

■6/ Experiment

When I first started out, I was posting everything from...

Motivational platitudes to copywriting tips.

Eventually, I doubled down on what worked best.

Experiment —> Look at feedback.

■7/ Focus on value

Twitter rewards great thinkers.

People will follow you if they think you add enough value.

You can't fool anyone by waving your hands or shaking your butt.

- Make them smarter
- Make them happier
- Make them healthier

■BONUS: Beware of the compare

If you want to grow, compare little things:

- Strategies
- Frameworks

If you want to feel bad, compare big things:

- Follower count
- Money made

H/T: @JamesClear

How I grew 1k followers in 14 days:

- 1) Quantity
- 2) Write threads
- 3) Make real friends

- 4) Build in public
 - 5) Diversify content
 - 6) Experiment often
 - 7) Focus on giving value
- BONUS: Compare little things

That's it!

If you'd like to see more threads like this:

Follow me

[@jayyanginspires](#)

I post daily threads about:

- Personal growth
- Audience-building
- Online business