Twitter Thread by Sohaib Albadawee



Sohaib Albadawee
@albadawee

Creators: Content creation SUCKS.

Me in 5 months:

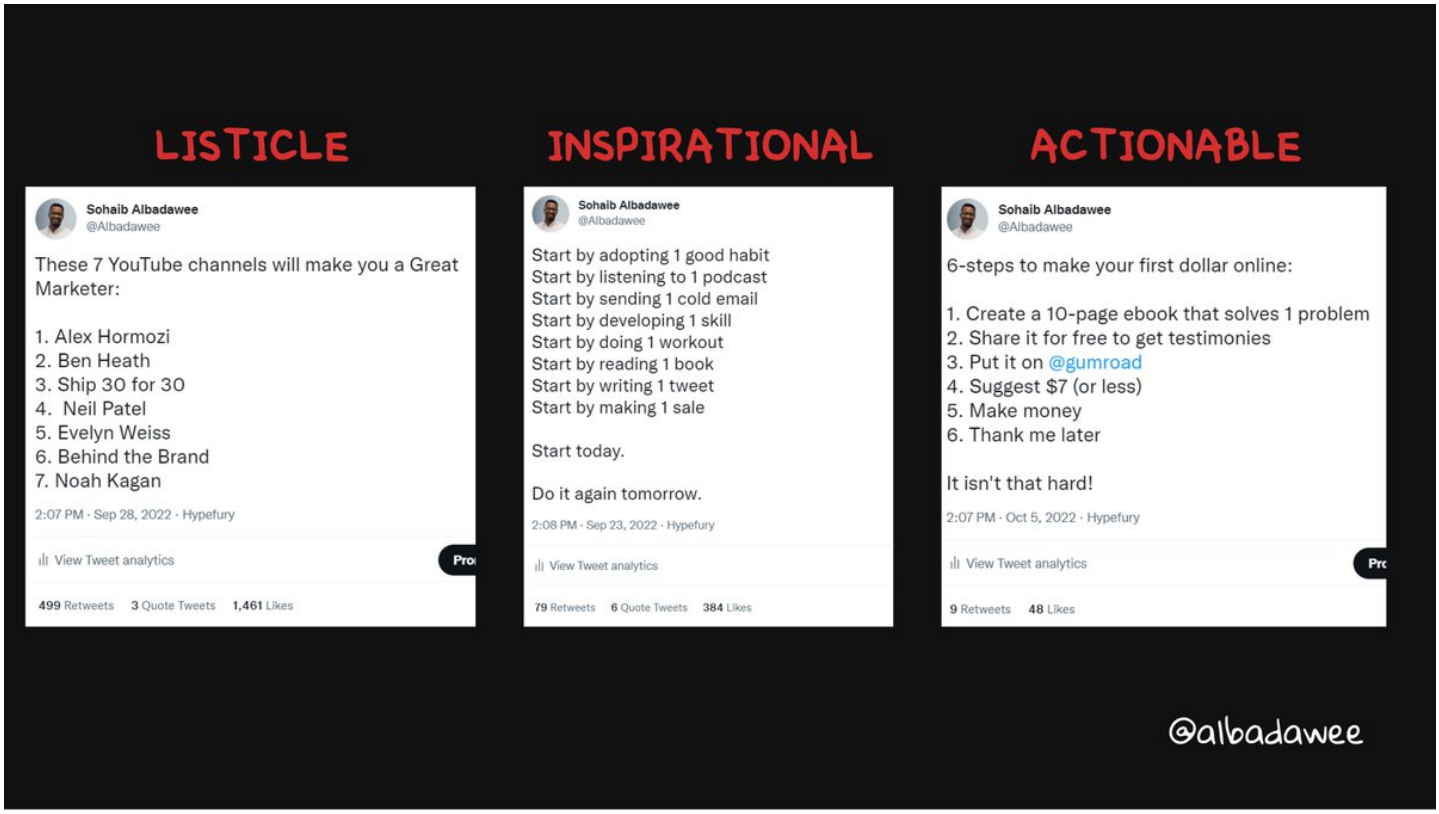
26,000 followers on Twitter
13,000 followers on LinkedIn
5,000 newsletter subscribers

Here's my dead-simple content strategy (steal it for free):

Tweets: 3x per day

11 am: Inspirational
2 pm: How to/advice
8 pm: Opinion/ Build in public

→ Balance your Tweets between authority & authenticity.



Threads: 3x per week

Tuesday: Process breakdown

Thursday: Listicle/ lessons

Saturday: In-depth systems

→ Use threads to attract new followers & nurture existing ones

LinkedIn posts: 1x per day

Monday: Tweet screenshot

Tuesday/Thursday/Saturday: Carousel

Wednesday: High-value tip

Friday: Newsletter trailer

Sunday: Newsletter article

→ Pro tip: Repurpose your threads into carousels for LinkedIn

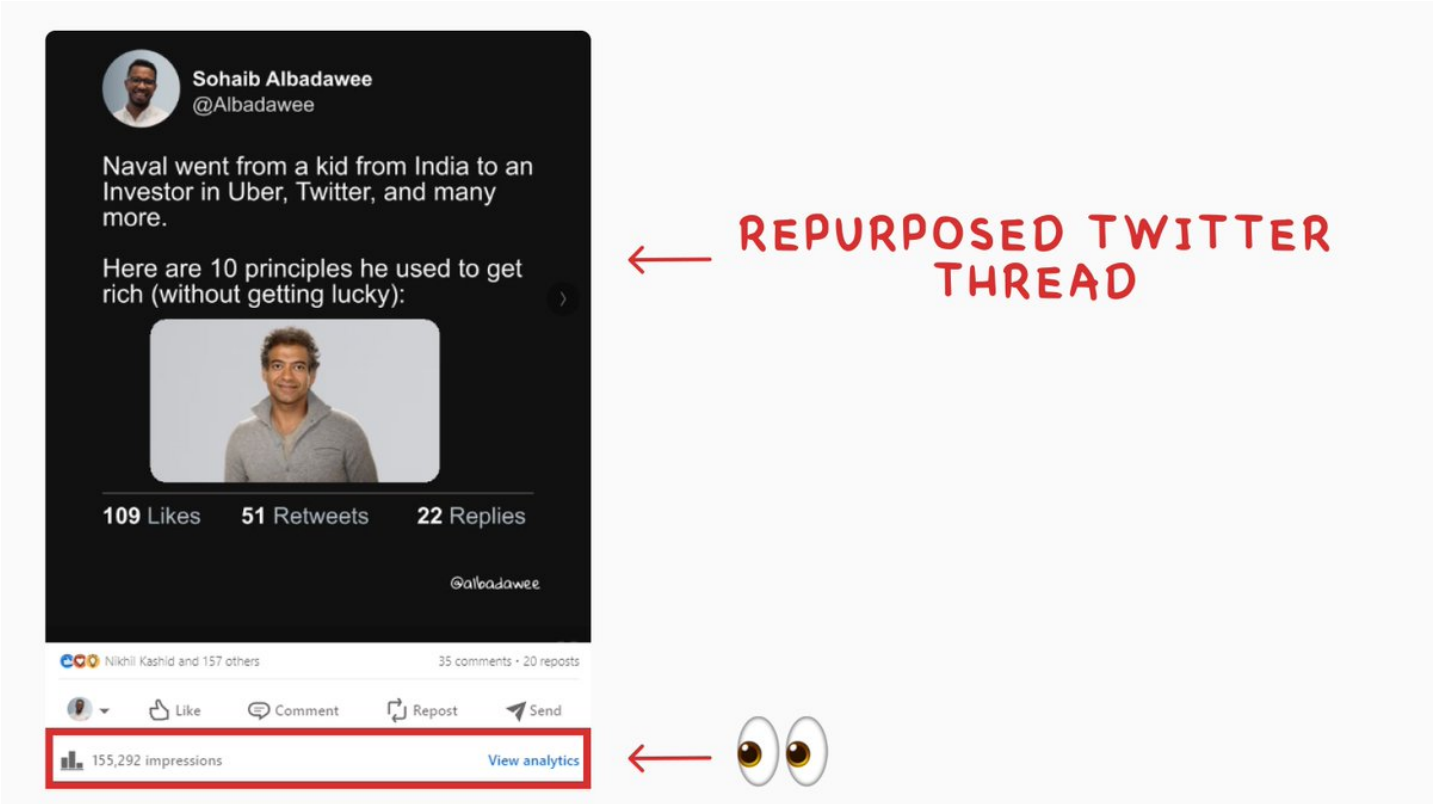
How?

How to repurpose threads into Carousels:

1. Use taplio .com/carousel (free).

2. Use contentdrips. com (paid product).

3. Hire someone on Fiverr to create a Canva template.



Engagement: 45 - 60 mins per day

AM: Twitter (15 mins)
AM: LinkedIn (15 mins)

PM: Twitter (15 mins)
PM: LinkedIn (15 mins)

→ Block 15 mins slots on your calendar.

→ Don't do it all in one go, break it down for better results.

Growth Tribe Newsletter: 1x per week

Rules for my newsletter:

•Read under 6 mins
•Actionable
•No-fluff

→ Pick & follow a strategy for your Newsletter.

https://t.co/nPxw0nech0

Growth Tribe Newsletter Promo

Friday: Newsletter Trailer (Twitter/LinkedIn)

Sunday: Newsletter(Twitter/LinkedIn)

→ Promote your newsletter and entice others to join https://t.co/n97JcumgHk

> Your Twitter Bio = Your sales page.
>
> Here are 3 Bio Templates to create an irresistible profile:
>
> 1. The Creator
> 2. The Builder
> 3. The Traveler
>
> Tomorrow, I'll break down each one to +4,200 in my newsletter.
>
> Join us \u2193
>
> — Sohaib Albadawee (@albadawee) February 10, 2023

TLDR: My content strategy:

Tweets: 3x per day
Threads: 2x per week
LinkedIn posts: 1x per day
Engagement: 60 mins per day
Growth Tribe Newsletter: 1x per week
Growth Tribe Newsletter Promos: Trailer & Review.

That's it.

If you enjoyed this thread:

• Follow me @albadawee on my journey from 0 to $1M.
• Like/Comment/ RT to help your friends up their content game. https://t.co/6fadsbGx5C

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— Sohaib Albadawee (@albadawee) February 14, 2023