

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.

LISTICLE



INSPIRATIONAL



ACTIONABLE



@albadawee

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

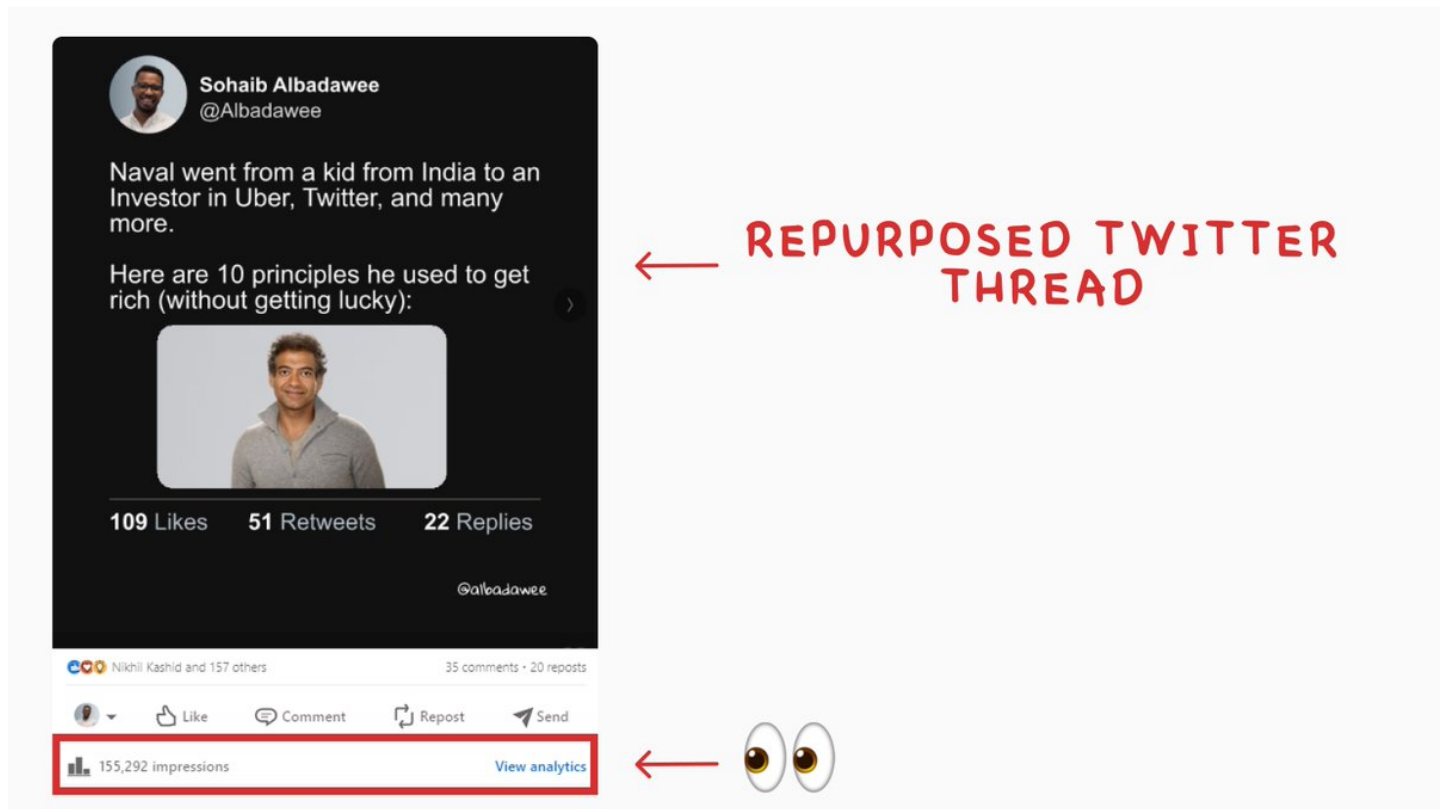
Sunday: Newsletter article

→ 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/nPw0nech0>

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