Twitter Thread by Erica Schneider



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Exactly 1 year ago, I wrote my first post on LinkedIn.

It blew up.

A few months later, I figured Twitter out.

Now I have 51k followers across both platforms + massive credibility + a profitable side hustle.

All I did was follow these 4 writing principles:

1. Write an attention-grabbing hook
2. Prioritize structure
3. Make it about your audience
4. Deliver on your promises

Let's get specific ↓

1. Write an attention-grabbing hook

People want to know:

-Why should I read this?
-How will it help me?
-What will I learn?

To answer those Qs:

-Poke at pain points to light up emotions
-Add credibility to build trust
-Build intrigue to pique interest
-Leave a cliffhanger

There's a difference between shitty and valuable hooks.

Shitty hooks are regurgitated and soulless.

Or, they're clickbait (designed to capture attention but have zero value).

Here's how to write valuable & differentiated hooks instead:

https://t.co/xFus07265S

> Clickbait thread hooks suck.
>
> People use them because they get engagement.
>
> But at what cost?
>
> To win the long game, you need to prioritize value.
>
> Here are 15 valuable hook formats that will get you likes, followers, credibility, AND make you feel good:
>
> — Erica Schneider (@ericasmyname) September 6, 2022

2. Prioritize structure

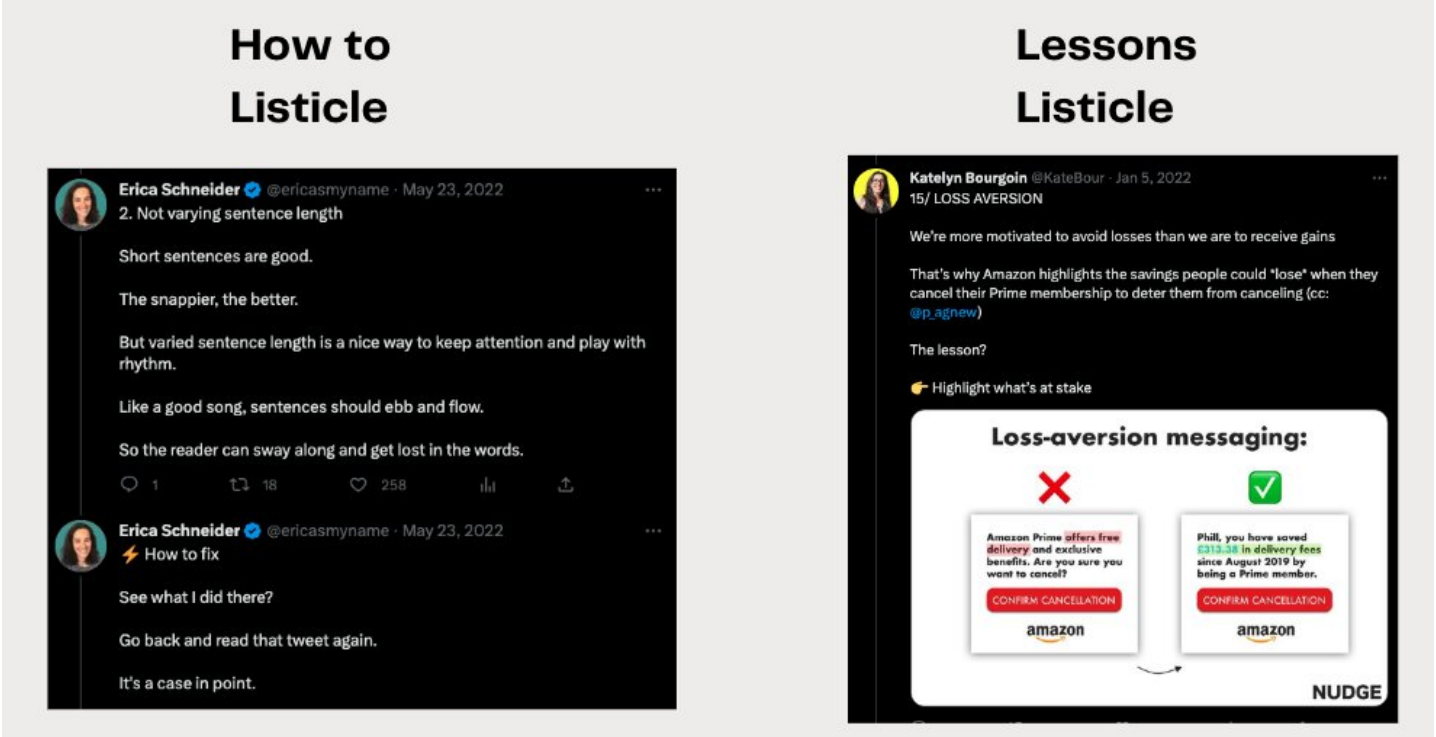
The best writing, presented in the wrong order, won't move the needle.

Your narrative arc needs to match your format, e.g.:

-Storytelling
-Listicles
-How to

Here's a snapshot of a "How to" vs. a "Lessons" listicle:

cc @KateBour



Beyond the content format as a whole, you also need to strategically structure your hooks/individual tweets/paragraphs.

There are several formulas and frameworks out there.

Here's the one I use most often:

SCQA ↓

1. Situation (summary)
2. Complication (problem)
3. Question (transition)
4. Answer (solution)

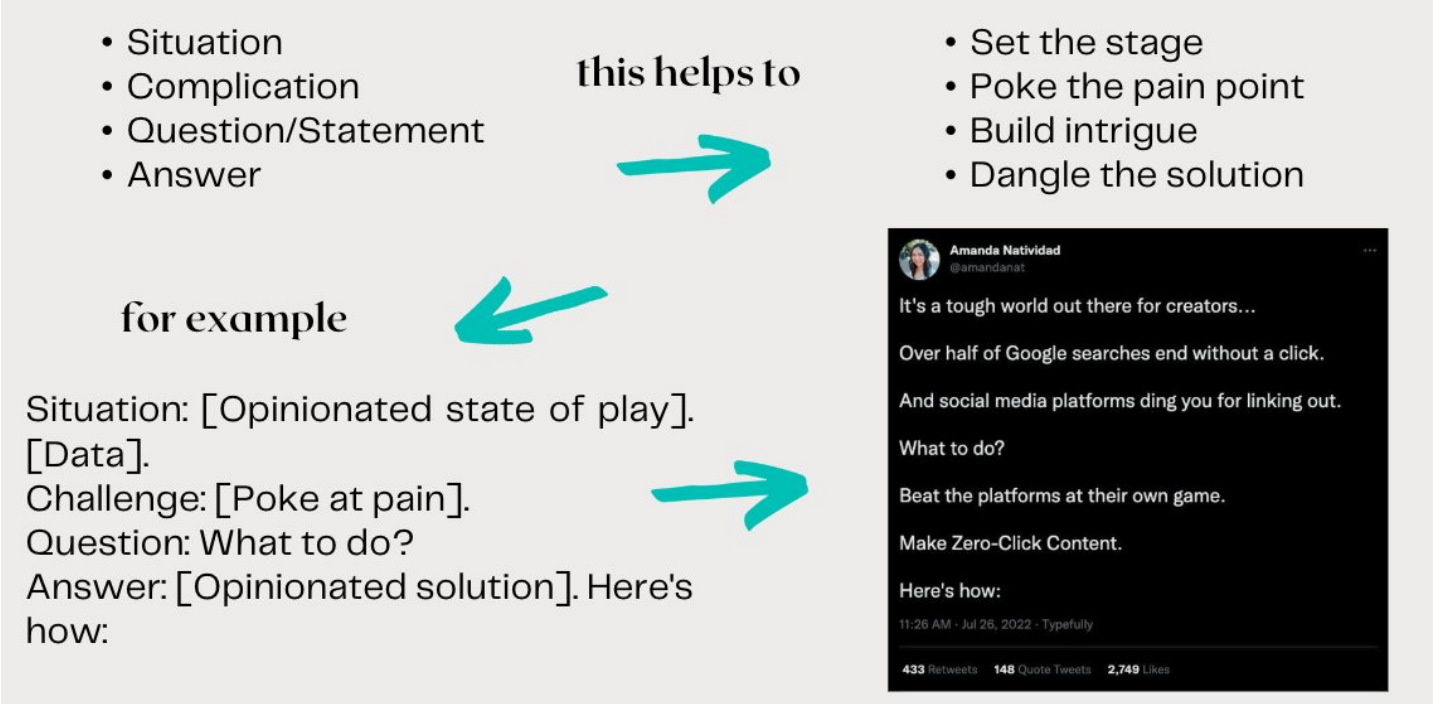
E.g.

-Clickbait posts attract followers
-But disinterested audiences rarely buy
-The key to valuable growth that converts?
-Content that resonates & builds authority

The above example could work as a hook or in the body part of your post.

Here's my favorite example of this format in a hook:

cc: @amandanat



3. Make it about your audience

People want to learn, grow, overcome problems, & reach goals.

You can talk about yourself but in the context of helping others.

Posts that are specific, direct, and outcome-driven perform much better than generalized, self-serving shares.

E.g.↓

Self-centered:

"My business is killing it. I've created amazing processes. Here's my story."

Audience-centered:

"I've built my business to $X MRR in 2 years. How? Documented processes from day 1 so I could delegate & focus on sales. Here are 7 lessons to scale efficiently."

The 2nd example does these things well:

-Adds quantifiable proof ($X MRR in 2 years)
-Gets specific with outcomes (delegate to save time + focus on sales)
-Tells the reader exactly what they'll learn (scale efficiently)

This builds trust and intrigue, which leads to clicks.

4. Deliver on your promises

You want readers to:

-Feel like they're learning
-Experience zero friction
-Stay interested throughout

To do that:

-Share unique insights
-Add the "why" and "how"
-Show, don't just tell

This helps them...

-Visualize the concepts you’re explaining
-Extract takeaways they can act on
-Reach “aha!” moments
-Get past objections
-Stay entertained

Consider:

-Why does this matter to my audience?
-How can the reader act on this?
-Can I back this up with data?
-What's the impact of this?

All of this said, writing advice means nothing if you don't:

-Know who you are
-Know who your audience is

This is not a one-and-done exercise.

Both you and your audience will continuously evolve.

Pay attention to those changes and shift your strategy accordingly.

I hope this helps you create more impactful social posts!

Follow me @ericasmyname for more.

And comment and retweet as you please :)

For easy sharing: https://t.co/2hATQoGeU9

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— Erica Schneider (@ericasmyname) February 14, 2023