

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 (@ericasmynname) [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

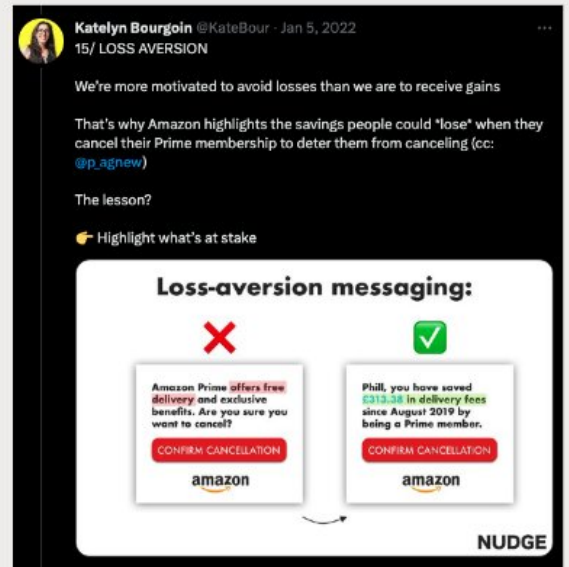
Here's a snapshot of a "How to" vs. a "Lessons" listicle:

cc [@KateBour](#)

How to Listicle



Lessons Listicle



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](#)

- Situation
- Complication
- Question/Statement
- Answer

this helps to

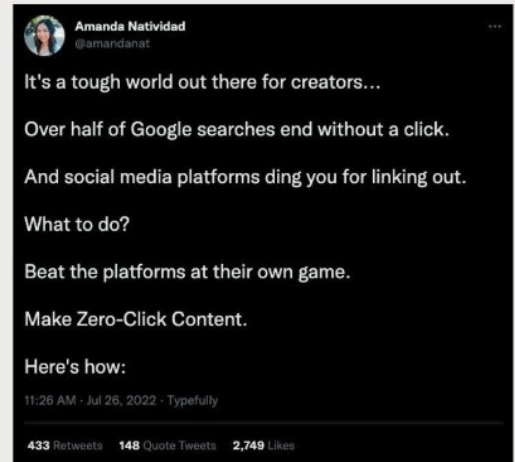


- Set the stage
- Poke the pain point
- Build intrigue
- Dangle the solution

for example



Situation: [Opinionated state of play].
[Data].
Challenge: [Poke at pain].
Question: What to do?
Answer: [Opinionated solution]. Here's
how:



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 [@ericasmynname](#) for more.

And comment and retweet as you please :)

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

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— Erica Schneider (@ericasmynname) February 14, 2023