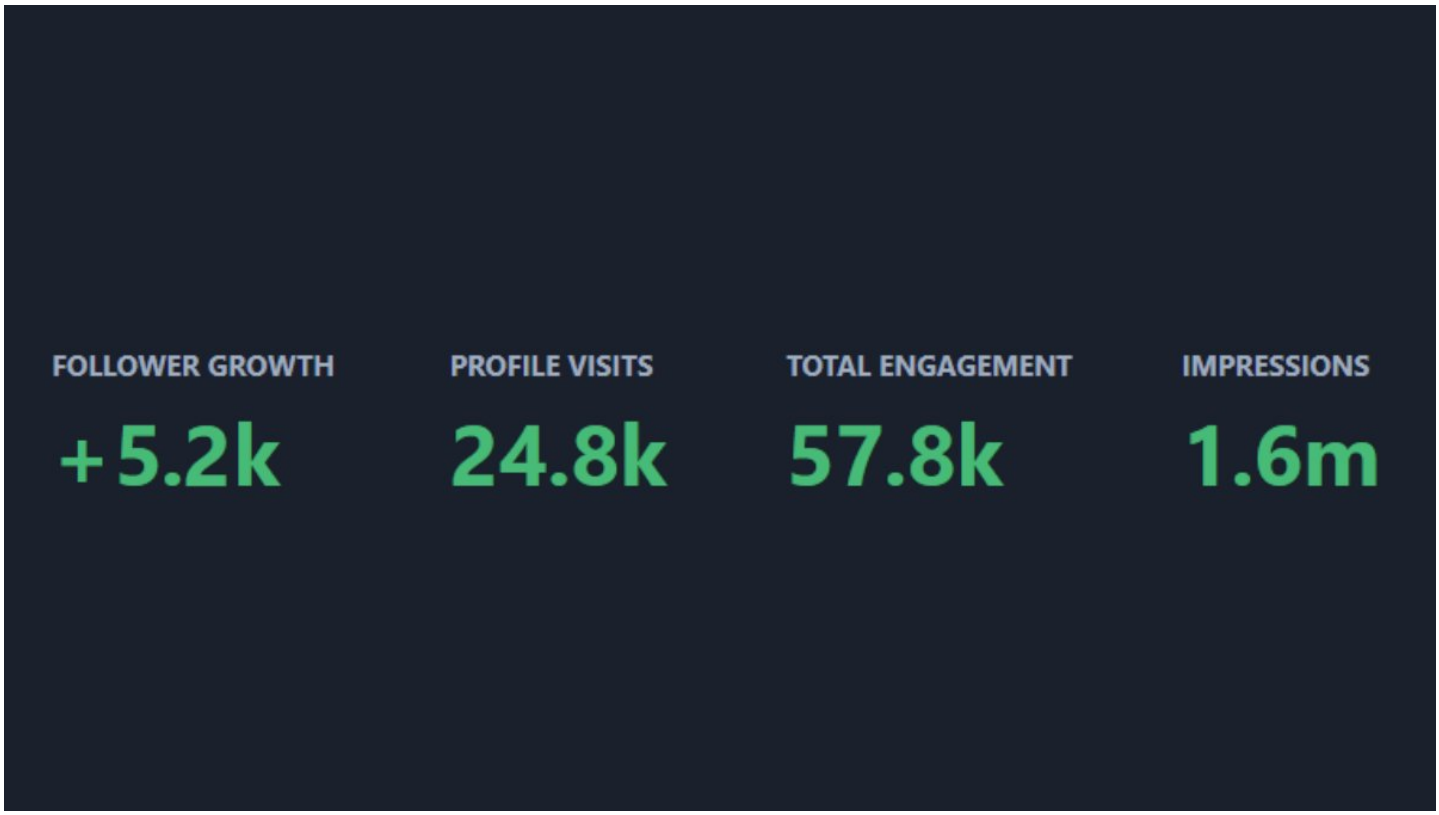
Twitter Thread by JOSHUA GEELEN

JOSHUA GEELEN
@thejoshuageelen

In 3 months I've gained:

- **5000+ followers**
- **Total location freedom**
- **A 4-figure coaching business**

Here's how I'd do it in half the time:



1. Focus on time management

My father got fired in 2008.

In a single month, he built a fully functional communication agency.

No prior experience.

How?

• Creating tight deadlines
• Wasting no time in his routine
• Planning to-do's every Sunday

He understood this: ■



2. Start selling right away

Yeah, selling can be uncomfortable.

But there's something worse..

Selling too late.

Do this right away:

• Interview ~15 people
• Find out their obstacles
• Figure out how to solve it
• Coach 3-5 people for free
• Use testimonials to monetize



3. Go all-in on networking

"Your network is your net worth."

A bit cliché -- but it's true:

• Befriend a large account
• Get a lucky RT on a thread
• Exposure to 10.000s of people

Imagine you put your offer in there.

That's $1000s of free marketing.

All word of mouth.

4. Diversify your threads

Up to this point -- I've pretty much only posted in-depth tutorial threads.

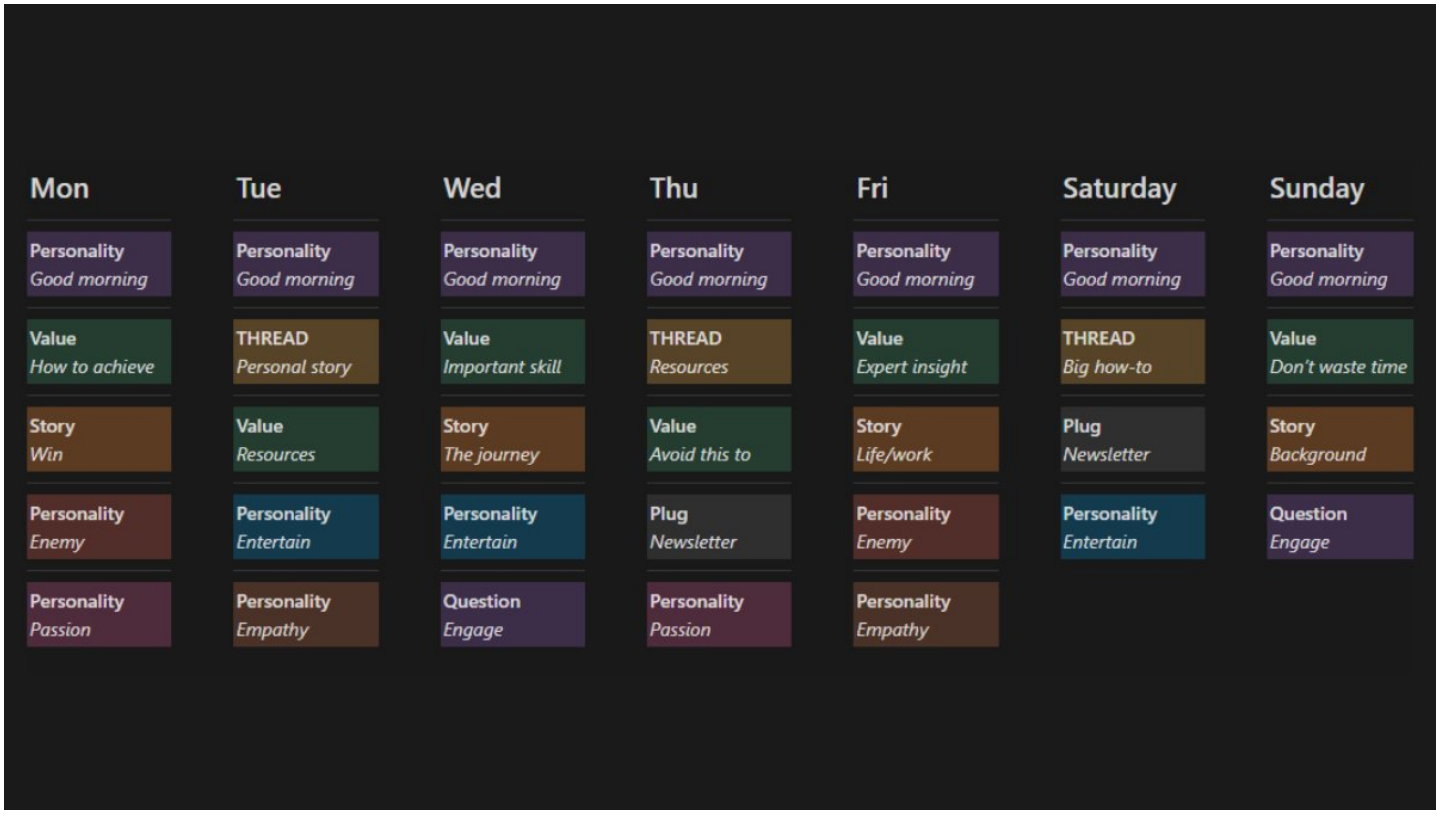
Like this one.

They build authority, but lack reach.

This content plan solves that: ■

• Tuesdays: Personal stories
• Thursdays: Resource lists

• Saturdays: Big how-to's



5: Invest more in newsletters

Newsletters are underrated as fuck.

They're great at building deeper relations with your audience.

This is how you get more sign-ups:

• Use a landing page w/ testimonials
• Offer a freebie for signing up
• Tease it a day before sending

6: Repurpose high-performing ideas

Twitter is great because it gives you access to instant feedback.

But you have to actually use it:

• Make a Notion idea bank
• Sort them using engagement %
• Repurpose high-performing ideas

Remove the guesswork: ■

Aa Name	Status	Type	Topic	# Engagement %	Link
Remember, it's you Vs you not you Vs reality	Posted	Single Tweet	Mindset	6%	https://twitter.com/thejoshuageelen/status/1608186096793403394
70% of people feel imposter syndrome | 3 thoughts on overcoming it	Posted	Single Tweet	Mindset	7.3%	https://twitter.com/thejoshuageelen/status/1589634012611477515
3 years ago burned-out college drop-out | since then I've become: | only go up from rock bottom	Posted	Single Tweet	Win	4.91%	https://twitter.com/thejoshuageelen/status/1589651657616416768
Conversion rate of 2% under 1000 followers, now it's 25% because of social proof	Posted	Single Tweet	Business	3.91%	https://twitter.com/thejoshuageelen/status/1610715819847172115
The next evolution of niches are here. Lifestyles. Reverse-engineer your ideal lifestyle into simple tasks & habits. Those form your core topics.	Planned	Single Tweet	Business		
The best way to improve your writing is to make it more enjoyable to write | Writer, not an actor.	Posted	Single Tweet	Business	4.7%	https://twitter.com/thejoshuageelen/status/1609907233596313603

This all comes down to two things:

1) Maximising your reach
2) Marketing your offer

And in reality, this can be quite tough.

But by following all the guidelines I shared with you in this thread..

I'm sure you'll do a pretty good job ■

You've got this!

TLDR:

1. Focus on time management
2. Start selling right away
3. Go all-in on networking
4. Diversify your threads
5. Invest more in newsletters
6. Repurpose high-performing ideas

I'm so glad you made it this far.

To me, it means you found it useful.

I've got 2 requests:

1) Follow me @thejoshuageelen to join the authentic writing gang

2) RT or comment your thoughts below

Thanks ❤■■■

Here's a shortcut: ■
https://t.co/zELXvvtR9t

> In 3 months I've gained:
>
> \u2022 5000+ followers
> \u2022 Total location freedom
> \u2022 A 4-figure coaching business
>
> Here's how I'd do it in half the time: pic.twitter.com/CGTdhV9CSd
>
> — JOSHUA GEELEN (@thejoshuageelen) February 18, 2023

You'd love my emails if you want to grow your business with authentic writing.

Every Sunday, I explain an actionable audience-building idea in my newsletter the Authentic Letter.

Join us for free here: ■
https://t.co/P7wdUHhgja