

Twitter Thread by JOSHUA GEELEN

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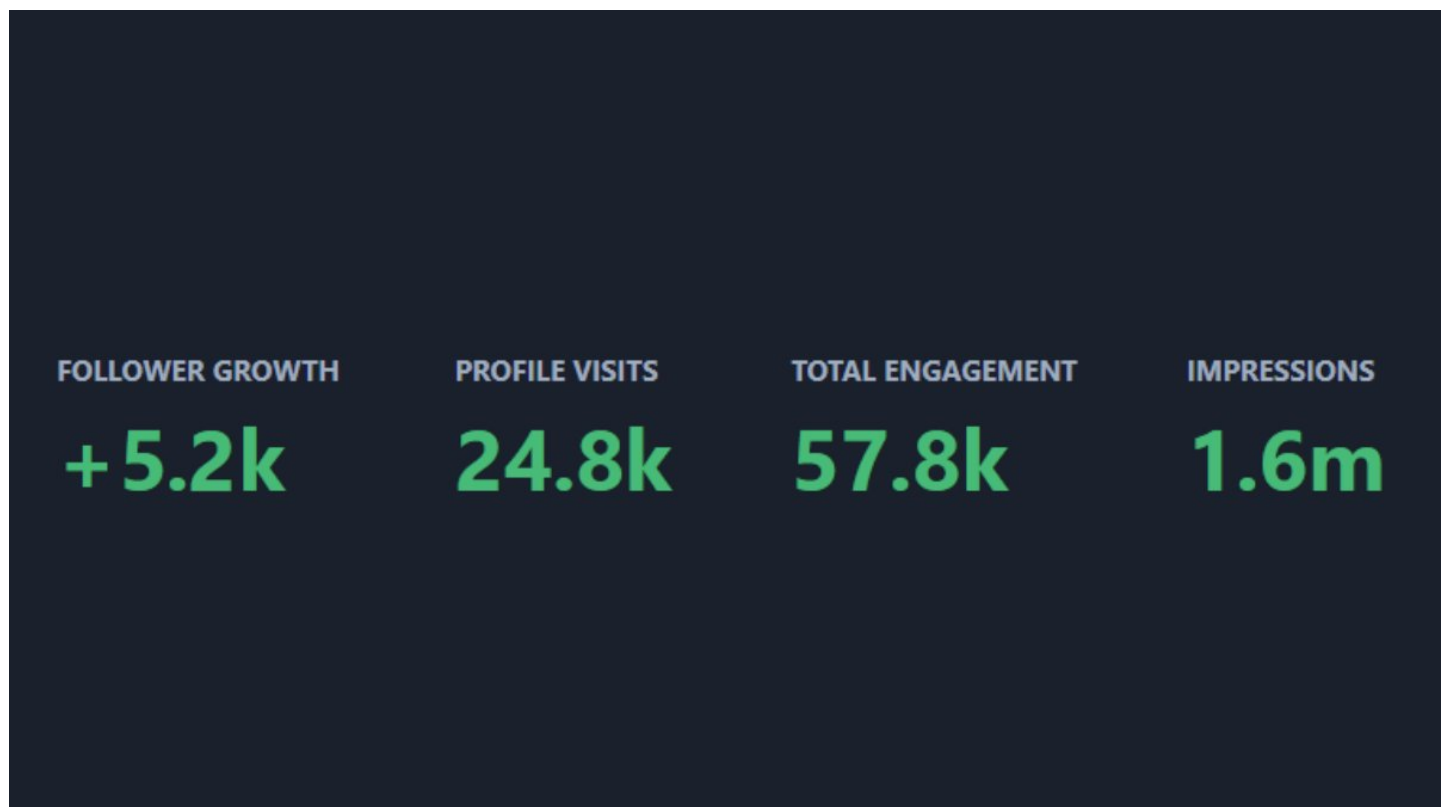
[@thejoshuageelen](#)



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: ■



 **Parkinson's law**

/'pɑ:kɪns(ə)nz 'lɔ:/

noun

the notion that work expands so as to fill the time available for its completion.

2. Start selling right away

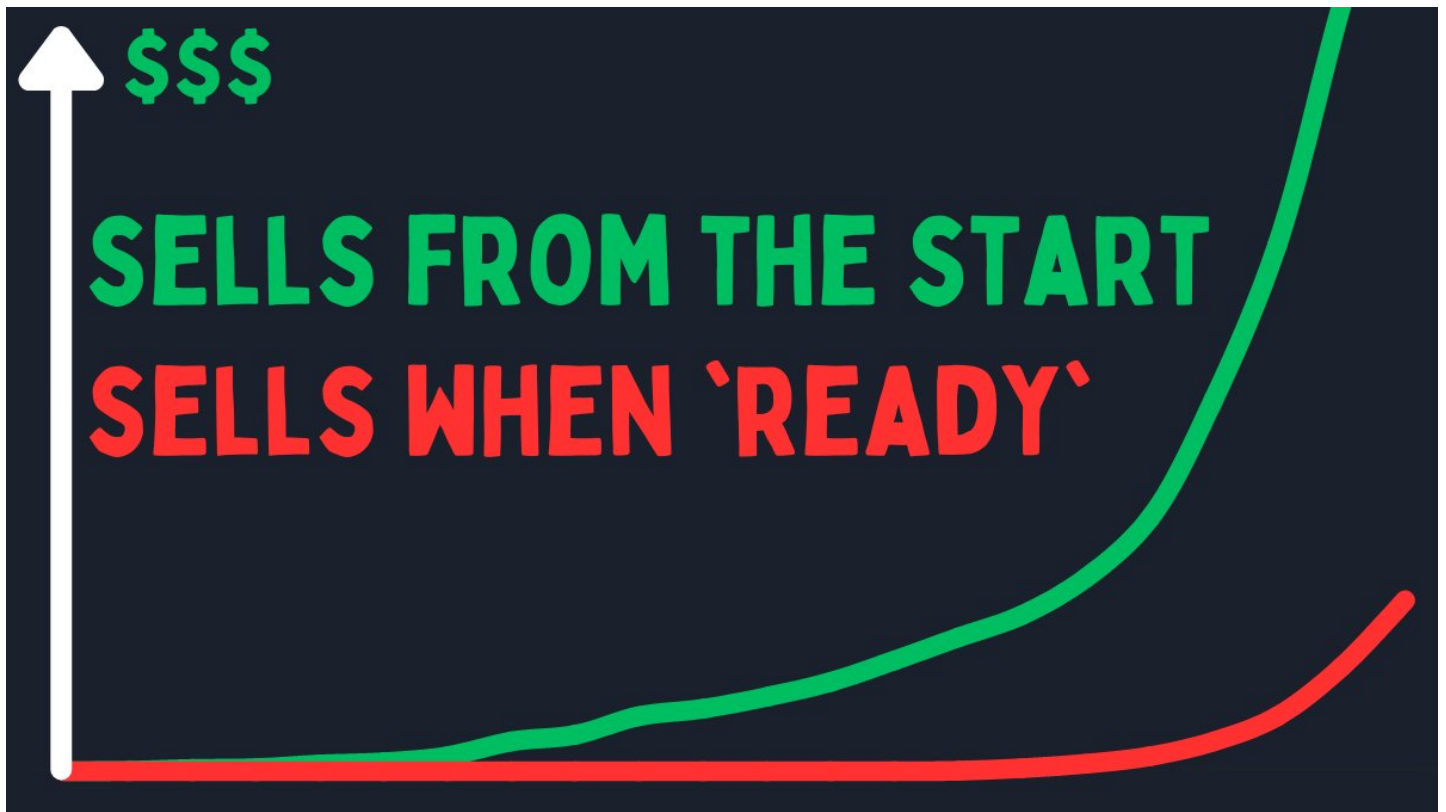
Yeah, selling can be uncomfortable.

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

Mon	Tue	Wed	Thu	Fri	Saturday	Sunday
Personality <i>Good morning</i>	Personality <i>Good morning</i>	Personality <i>Good morning</i>	Personality <i>Good morning</i>	Personality <i>Good morning</i>	Personality <i>Good morning</i>	Personality <i>Good morning</i>
Value <i>How to achieve</i>	THREAD <i>Personal story</i>	Value <i>Important skill</i>	THREAD <i>Resources</i>	Value <i>Expert insight</i>	THREAD <i>Big how-to</i>	Value <i>Don't waste time</i>
Story <i>Win</i>	Value <i>Resources</i>	Story <i>The journey</i>	Value <i>Avoid this to</i>	Story <i>Life/work</i>	Plug <i>Newsletter</i>	Story <i>Background</i>
Personality <i>Enemy</i>	Personality <i>Entertain</i>	Personality <i>Entertain</i>	Plug <i>Newsletter</i>	Personality <i>Enemy</i>	Personality <i>Entertain</i>	Question <i>Engage</i>
Personality <i>Passion</i>	Personality <i>Empathy</i>	Question <i>Engage</i>	Personality <i>Passion</i>	Personality <i>Empathy</i>		

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/thejoshua geelen/status/1608186096793403394
70% of people feel imposter syndrome 3 thoughts on overcoming it	Posted	Single Tweet	Mindset	7.3%	https://twitter.com/thejoshua geelen/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/thejoshua geelen/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/thejoshua geelen/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/thejoshua geelen/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](https://www.instagram.com/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](https://twitter.com/thejoshuageelen/status/1621111111)

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>