Twitter Thread by Ranbir Singh ■



Ranbir Singh ■
@ranbirsinghlive

Giveaways are smashing the Twitter algo.

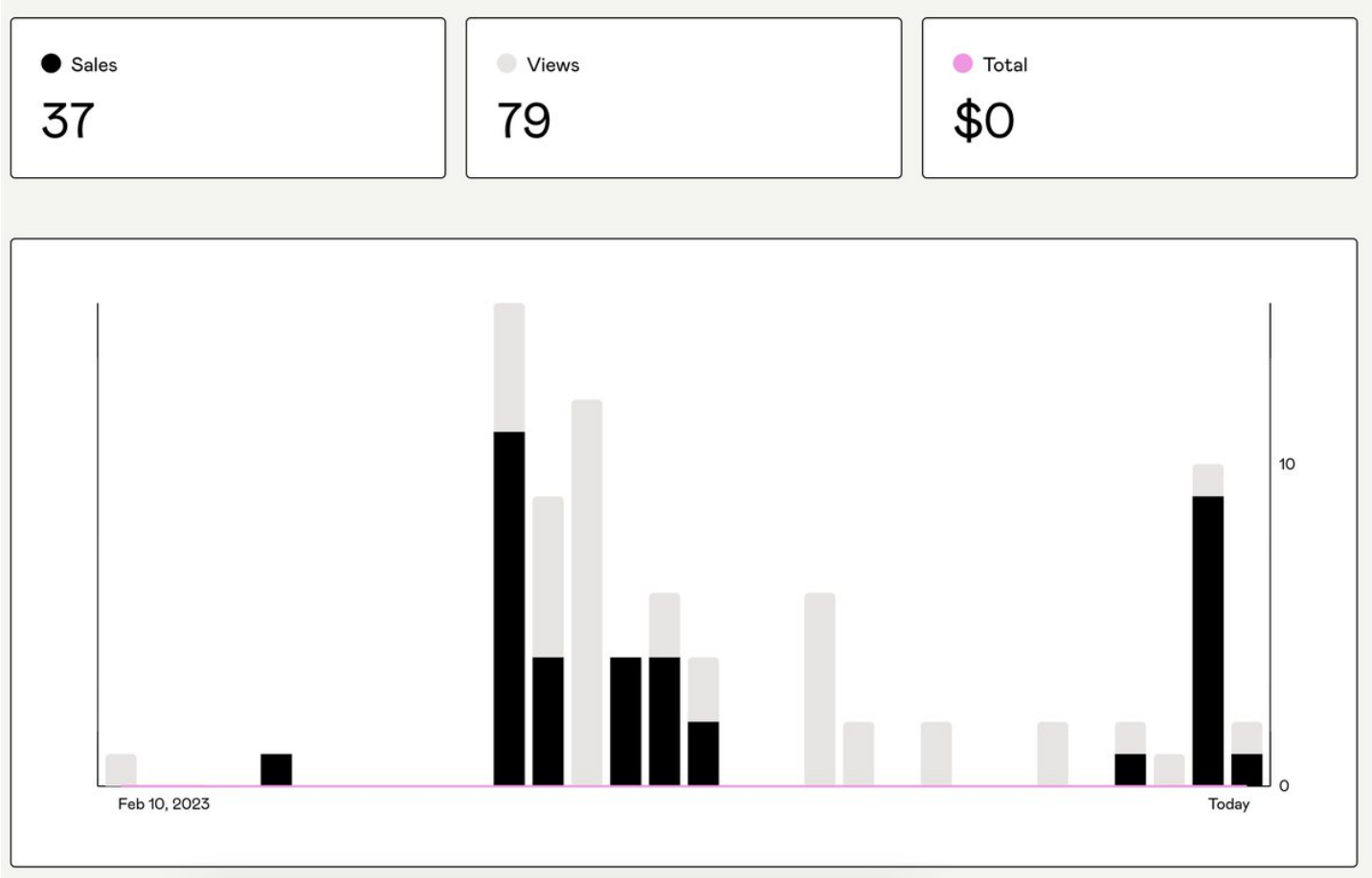
I've gained dozens of followers & newsletter subs.

Small accounts NEED to use them.

They drive growth, but also experience & trust.

Because a Twitter giveaway is a mini-product launch.

Steal my blueprint to create 1 in an afternoon■



The phases of a Twitter giveaway launch:

1. Ideate
2. Build
3. Promote
4. Deliver
5. Follow-Up

Let's break them down:

IDEATE

Grab a piece of paper and write down 3 lists:

1. Concepts you've learned in the last WEEK
2. Problems you've solved in the last MONTH
3. Questions you've been asked the most in the last YEAR

You're Twitter giveaway is somewhere on these lists...

FILTER

Combine the best from your 3 lists into 1 based on these criteria:

1. Quickly actionable
2. Easily explainable

3. Broadly relatable (beginner)

Once done, you're going to pick ONE that sings to you the most.

But don't throw out the rest. They'll be your next giveaways

BUILD

Pick 1 the easiest medium to convey your idea:

• Loom video
• Checklist (Notion)
• Written guide (Google Doc)

Give yourself ONE HOUR to script & edit your giveaway.

You get an additional 15 minutes to record, if applicable ;)

BUILD

Use this super simple framework to script your giveaway:

1. State the problem
2. State your solution
3. Break your solution down into 3-10 steps MAX

BUILD

Here are some examples:

• 5 ways to manage your manager
• How to write your first newsletter
• 10 tips to ace your next interview
• Steal my 5-step sales call script

THINK:
■ BEGINNER
■ BROAD
■ BUCKS

PROMOTE

Here is your giveaway mini-marketing plan:

1. Tweet right before you start your 1-hour working session
2. Tweet when you're done, advising that it'll come out tomorrow
3. Schedule the giveaway

Write each tweet separately as it'll help you refine the marketing LIVE.

PROMOTE

The most important tweet is the actual giveaway one. Use this checklist:

1. State the problem
2. State your result
3. Tell us it's easy
4. Tell us to act

The tweet should have a call to action for people to get the giveaway (reply, retweet, DM).

Make this clear.

DELIVER

When you're a beginner, just reply to every interested person manually.

Even 100 manual replies will only take you an hour.

When you've got some $ to invest, get Hypefury so this can be automated.

Use my link: https://t.co/YJvq1YHLAN

DELIVER

Here is my process:

1. Set-up autoDM in Hypefury
2. Link to Gumroad page in DM (email capture)
3. Link to Notion/Loom in Gumroad email

FOLLOW-UP

This is what will separate your giveaway from everyone else's.

Follow up with each recipient 1 week later to get their feedback.

This will nurture fans.

Ask them what their other problems are.

Combine this feedback and your idea list for next week's giveaway.

Thanks for reading.

Help me spread this message to others who need it:

Retweet the top tweet. https://t.co/u2KzrW0eBj

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>
> — Ranbir Singh \U0001fa9e (@ranbirsinghlive) March 12, 2023