

Twitter Thread by Jordan O'Connor



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How to build an audience using a content flywheel

(how people like [@SahilBloom](#), [@JamesClear](#) and [@jackbutcher](#) build massive attention & audiences)



This model is used widely, but is often overlooked because it takes time (years), effort, and focus.

It's not "sexy". It's hard.

The great thing about building an audience using a content flywheel is that you can learn everything as you go.

Here's the steps:

1. Write concise, valuable content on very specific topics.
2. Publish those pieces natively on a platform.
3. Bundle the specific topics into larger "pillar" content.
4. Promote pillar content to capture & convert attention.
5. Engage w/ audience throughout.
6. Repeat.

Here's what happens:

The smaller pieces of content demonstrate expertise, knowledge, and clarity. Fans promote them.

The pillars demonstrate vision, authority, and value beyond the knowledge published.

The pillars attract outside traffic and convert traffic to followers/fans.

@JamesClear begins publishing articles on his website covering specific topics related to habits, productivity, etc.

He then bundles those articles into pillar content that attracts massive SEO traffic.

He then converts that traffic to his email list (which just hit 1 MM).

@SahilBloom begins publishing tweet threads on specific topics related to finance.

He then bundles those threads into pillar-threads that attract lots of attention.

He then converts that attention into followers.

@jackbutcher begins publishing designs on Twitter outlining valuable quotes and concepts related to product & design.

He then bundles those quotes into educational threads that attract lots of attention.

He converts that attention into followers & customers.

@JamesClear keeps publishing articles.

@SahilBloom keeps publishing threads.

@jackbutcher keeps publishing designs.

The flywheel starts with the smaller content and expands to massive value.

All the while, they are engaging with the audience and finding out what resonates.

How can you emulate their success?

Start by gaining specific knowledge, and then publishing concise writing on that topic to educate others.

Keep gaining knowledge, keep writing pieces.

Learn as you go. Write as you go. Bundle as you go. Engage as you go.

Eventually, you become an expert, and are seen as an expert.

You don't *start* as an expert. You start as a student. You start as a teacher of the things you're learning right now.

As your audience grows so does the reach of your content.

Your smaller pieces reach more people.

With an audience, you can start to converting into customers.

Sell a book, sell a course, sell a physical product, sell access to your skills, sell access to your time, etc.

The list is endless in the ways you can obtain value from attention.

Start writing. Start growing.

This is what I am doing with [@quantsecrets](#) during my "deep year".

I'm learning the specific pieces of knowledge to start quantitative analysis and algorithmic trading,

and then writing small pieces outlining what I've learned.

I'll also publish my results from taking action.

Did you find value in this thread? If so, retweet the first tweet! I'd appreciate it.

If you want more content like this, let me know what you'd like to learn more about below ■