Twitter Thread by Jay Clouse

Jay Clouse
@jayclouse

I earn $40,000+ per month as a solo creator.

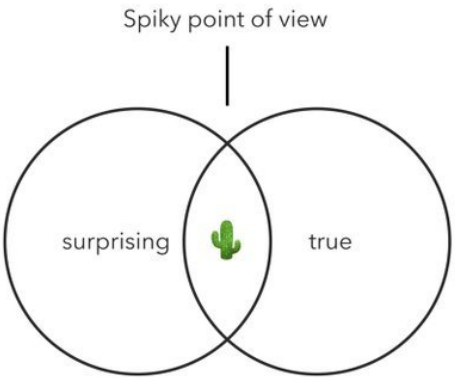
Here are 20 lessons I wish I'd learned sooner: ■

1. You need a Spiky Point Of View

Coined by @wes_kao, your Spiky Point Of View is a perspective others can disagree with. It's your thesis about topics in your realm of expertise.

A SPOV sits at the intersection of surprising + true.

You can build a whole business on this.



2. Cover your needs AND protect your time

It takes a while for the more leveraged, scalable income streams to build up. In the meantime, you need to cover your financial needs while protecting *as much* of your time as you can.

For many, having a 9-to-5 may be the best option.

3. Go beyond revenue streams – dig a revenue ocean

If you combine enough revenue streams, you'll have yourself a revenue ocean.

Having a diversified set of income streams makes your business more resilient to a changing environment.

4. Build an email list

Luckily I followed this one quickly, but you should STILL be building an email list in 2023.

People still open, read, and purchase through email. Companies still run on email – it's not going away any time soon!

And no one can take it away from you.

5. People need to know, like, and trust you

Selling is a superpower. A basic concept in sales is that we buy from people we know, like, and trust.

Creating content will make people know you (maybe even like you). Trust is a higher bar – and takes more time.

Get started ASAP!

6. Design matters (a lot)

For better or worse, we tend to trust things that have high-quality design (and distrust things that don't).

When in doubt, simplify.

Here are some tips on that:

https://t.co/i5t3N8Lfnw

> I am not a designer.
>
> But people often compliment me on how well-designed my projects are.
>
> Here are my top 7 design tips for non-designers: \U0001f9f5
>
> — Jay Clouse (@jayclouse) September 18, 2022

7. You only need one product/service

In the beginning, you only need ONE good product that serves your target customer.

Instead of spending time making more PRODUCTS, spend your time making great FREE resources that attract more CUSTOMERS.

8. Focus on one discovery platform

Social media, YouTube, and SEO are incredible discovery platforms for your work.

But they're all their own distinct games.

Choose one platform – one game – and get REALLY good at it. Don't spread yourself too thin.

9. Double down on discoverability

Once you choose your discovery platform, really double down on it.

We've seen creators like @thejustinwelsh and @SahilBloom create MASSIVE email lists last year – and it came from dominating discovery platforms, not from the emails themselves.

10. Audio isn't an audience-building platform

I love podcasting. I love making podcasts and I love listening to podcasts.

But for the majority of creators, audio podcasts don't attract NEW audiences. Podcasts deepen relationships with your existing audience.

11. YouTube is still a MASSIVE opportunity

YouTube is constantly trying to help your videos find an audience. And the analytics are amazing – they basically tell you what viewers are searching for.

If you make great videos and are data-driven, you can absolutely win YouTube.

12. You need creator friends

The creator landscape changes quickly. You need to surround yourself with other creators who are constantly experimenting too so you can share breakthroughs.

I literally write my newsletter (Creator Science) to be your creator friend.

13. Growth happens through collaboration

Aside from learning from your creator friends, your creator friends will help fuel and lift each other.

It's not always explicit and it's not transactional – but if you support other creators, watch and see what happens.

14. Learn the rules to learn the exceptions

Best practices are boring. Templates are boring.

But you need to learn how others are playing (and winning) the game so that you can find your own way of changing the game.

Learn the rules first so you can break them.

15. Plagiarize yourself

Your style comes from copying and building from your own work.

Everything you make doesn't have to be TOTALLY new and novel – I originally wrote this thread last October!

16. Your email copy doesn't matter if it isn't opened

You can write INCREDIBLE emails that are super compelling and point people toward the perfect Call To Action...

...but if people don't open it, none of it matters.

Your personal reputation and subject line matter a lot.

17. No one is keeping count

Everyone is self-interested.

If you're worried that people are going to think you're sharing too much, selling too hard, or repeating yourself – relax.

No one is paying that close of attention.

18. Publishing is a numbers game

The amount you publish, the number of people who see it, the number of people who buy...it's all a numbers game.

When you publish more, good things happen.

When your audience grows, good things happen.

Play the game. Get numbers in your favor.

19. Restraint is a superpower

Most creators give up or burn out because they are spread too thin. They said "yes" to too many ideas.

If you're able to exercise restraint and focus on a tighter scope of commitments, you'll do deeper, more meaningful work.

That stands out.

20. Are you doing EVERYTHING in your power?

We often hit publish and hope for the best. But what if your business depended on THIS thing being successful?

What would you do differently to give everything you publish its best shot at reaching an audience?

That's it! I hope these lessons help move you forward faster.

If you enjoyed this thread:

1. Follow me more tips to become a smarter creator
2. RT the tweet below to share it with your friends

https://t.co/qNucpFwF5P

> I earn $40,000+ per month as a solo creator.
>
> Here are 20 lessons I wish I'd learned sooner: \U0001f9f5
>
> — Jay Clouse (@jayclouse) February 11, 2023

If you like tweets like this, you would love my newsletter, Creator Science!

Each week I dig into the science of what makes today's top creators successful. By learning from their example, you'll grow faster too.

Join 18K+ subscribers here: https://t.co/32mFLlXhpi