Twitter Thread by Kostas ■■■ ■ ■



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This year I started writing daily on Twitter about finance and investing and gained more than 500 followers in 2 weeks

Here are the main things I learned on Twitter growth

1. Brand
2. Content
3. Engagement
4. Networking
5. Tools

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1. Brand
You need to find a niche you are interested in and focus on it
E.g. finance, fashion, travel, etc.

Adjust your profile by adding a profile picture and banner that will show someone what your profile is about and why they should follow you.

Add a linktree that will have all the links for your blog, website, newsletter, etc.

2. Content
Don't wait to gain followers before posting. Nobody will follow you if they see an empty feed.

Start posting daily focusing more on single tweets or threads that provide insights on a topic people in your niche might be interested in.

At first, it will feel like talking to a mirror.

Have a pinned tweet, which will be your best one that will catch the attention of someone visiting your profile.

3. Engagement
Follow accounts in your niche and start interacting with them on a daily basis.

Comment on their tweets and retweet them.

It's better to quote-tweet than retweet.

In your comments and quotes, add something unique and insightful.

Don't just regurgitate their tweet as most people do.

You can also answer with one of your tweets or threads.

Adding images to your tweets also helps.

4. Networking
Start connecting with some accounts

You can send DMs to ask questions or thank them for the insights they provided you.

Don't hesitate to ask for help when you are getting started.

Remember they were at your exact position when they first started.

5. Tools
Use https://t.co/VCTZ8hbPE2 to design your logos and banner for free
You can also sign up for the premium version that has the first month free

Use https://t.co/Xyv2HAc77W, a tool that proofreads your tweets for typos and syntax errors

Use https://t.co/iwX1wSlWes to create a list of links for your various social media accounts, blog, website, store. etc.

If you write a long thread you can use one of the many accounts that will unroll your tweet, so your followers can also read it in a blog-like form.

I use https://t.co/xdlw5izlWQ

Start a newsletter, where you post your long threads as blog posts.

I use https://t.co/oUlDiLqD07

I also use https://t.co/DCAPwXlwgK, to take notes for threads I intend to write.

It makes it much easier and you can have a backup of your threads

And most importantly don't obsess on your number of followers and focus on providing value with your content.

And remember that the journey is more important than the destination.

Enjoy the ride

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