Twitter Thread by Jon Brosio



Jon Brosio
@jonbrosio

How to build a $100/day digital side hustle.

A dead simple guide to get you started:

Since 2020, I've:

• Built an online audience of 80k+
• Sold $150k+ in digital products
• Secured $50k+ in contracts
• Generated 100M+ views

It all helped me build a side hustle that allowed me to leave my 9-5.

If I had to start from scratch, here's what I would do:

1. Find your "niche-of-one"

This is found at the intersection of:

• What you're good at
• What is already popular
• What is currently profitable

The three ingredients of a profitable, money-making side hustle.

2. Start on Twitter

Why?

Twitter is the best audience building platform because:

• You can DM creators
• You can collect rapid data
• You can quickly execute on publishing

• You can mix short and long form content

(And we'll leverage the content later)

3. "Borrow" your core audience

Most people:

• Publish into the void
• Purchase shares & retweets
• Join expensive engagement groups

To grow in the beginning.

There's another way...

The "Waffle House Marketing Strategy"

Check it out: https://t.co/2hnMXOdq4S

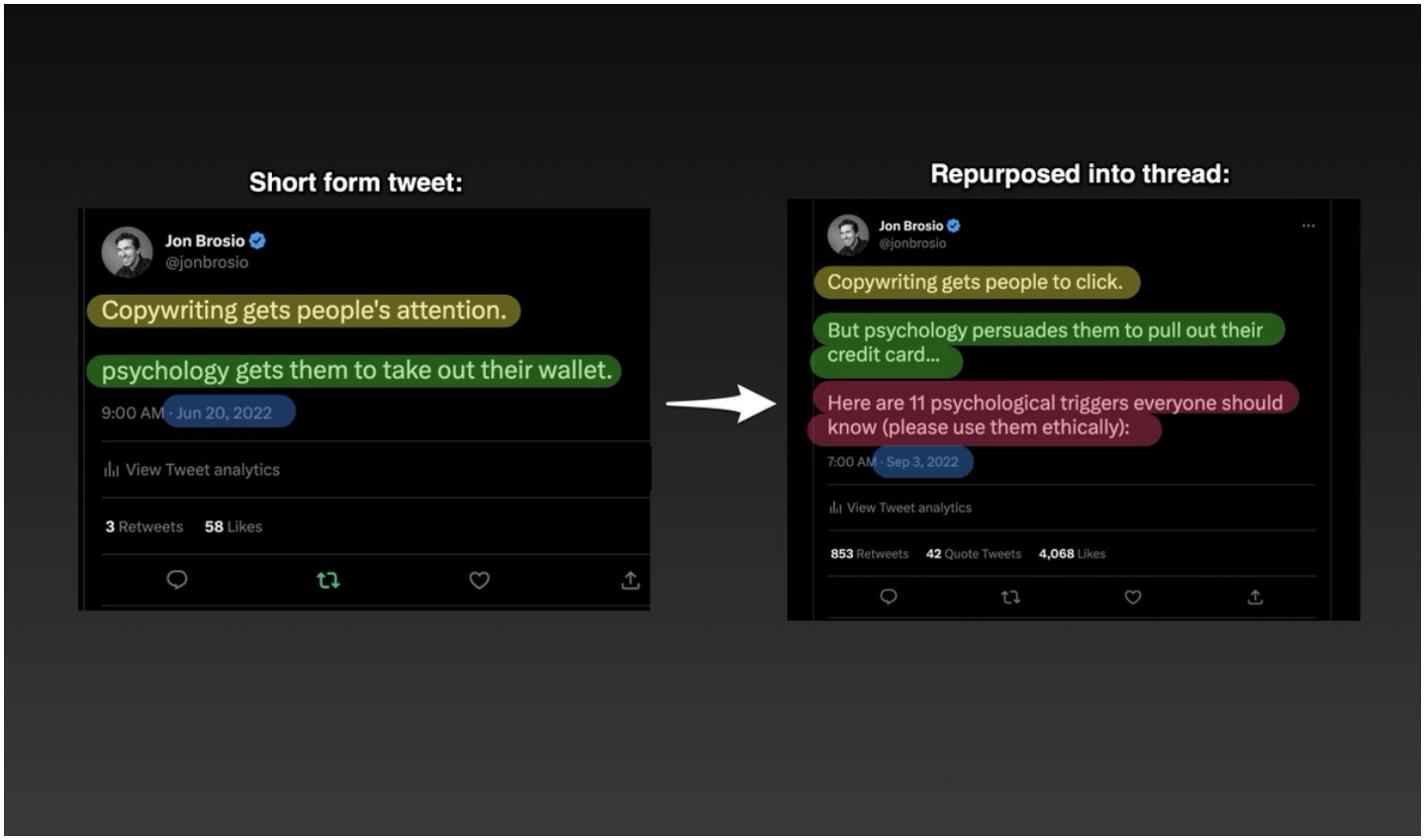
> In January of 2022, I started Twitter at zero
>
> As of April 1, I'm currently at:
>
> \u2022 435 followers
> \u2022 $500+ a month
> \u2022 183k monthly views
>
> What's my secret?
>
> The "Waffle House Marketing Strategy"
>
> 99% of people are unaware of this predictable and repeatable growth technique \U0001f447
>
> — Jon Brosio (@jonbrosio) April 2, 2022

4. Repurpose popular content into threads

Data is our most important asset online.

• Publish short form content for 30 days (min)
• Scan the analytics and look for "signal"
• Repurpose into long form threads

This is the 10,000 follower playbook:

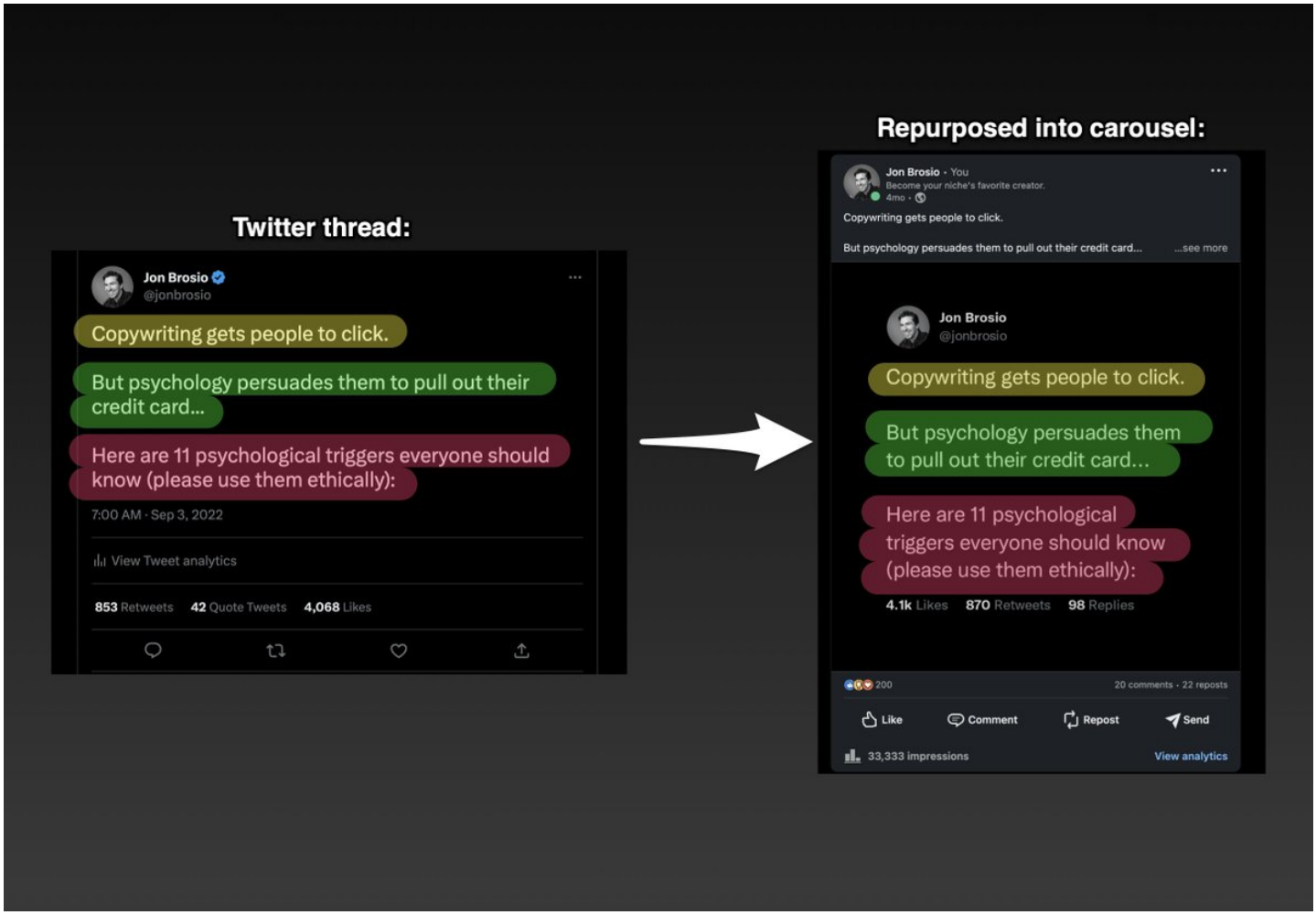


5. Syndicate content on LinkedIn

We can now take our successful Twitter content and:

• Convert into a carousel
• Upload to Linkedin
• 2X our reach

I love using the Carousel creator from Taplio for this.



6. Drive traffic to your newsletter:

Use every:

• Post
• Tweet
• Article
• Thread

To drive traffic to your list.

A question I get often, "how big do I need to be before starting a newsletter?"

Answer: no requirement.

If you're helping your audience – this will work.

7. Collect feedback for offer

Use your newsletter to:

• Uncover problems your audience has
• Provide more detailed info
• Test new ideas

Your newsletter is how you uncover your future offer.

8. Build your offer

Use Alex Hormozi's Value Equation:

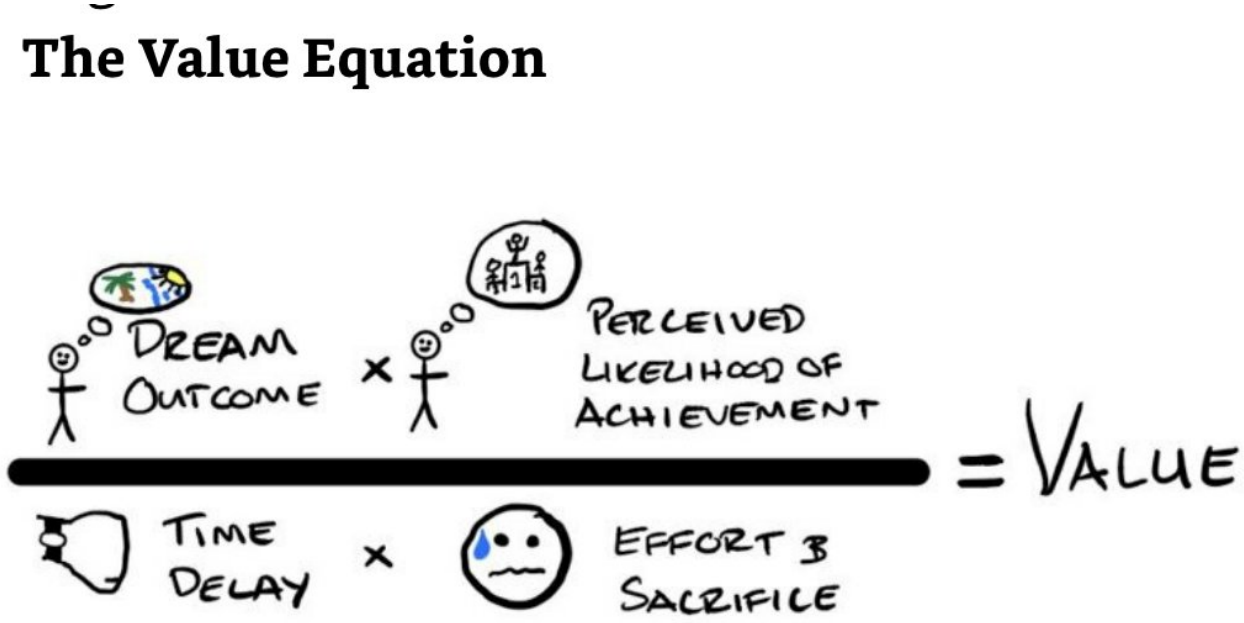
• A dream outcome
• And likelihood of achievement

Divided by:

• A time delay
• And effort & scarifice

In other words, consider:

• Outcome
• Social proof
• Reduce time needed
• Minimize effort required



9. Promote high-touch services (first)

High-touch services:

• Are easier to sell
• Carry a higher price point

• Give you valuable client feedback

What are "high-touch" services?

Think:

• Group coaching
• Coaching calls
• Consulting

Use your newsletter to promote this.

10. Systematize this into a product

Once you get the feedback. Use it to:

• Develop a system
• Create a course
• Build an app

Anything that creates more leverage.

(I.e. takes your bandwidth out of the equation).

11. Reverse-engineer your revenue goals

Let's uncover our sales requirements.

Goal: $3,000 a month ($100/day).

We can sell:

• 60 group coaching calls at $200
• 1 high-touch service at $3,000
• 3.3 courses a day at $100

Pick a target and then work backward.

Happy building 🤘■

If you this, please help me with two things:

1. Follow me @jonbrosio for more content
2. RT the first tweet to share this with your friends! https://t.co/YyZryDEtwp

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— Jon Brosio (@jonbrosio) February 2, 2023