

# Twitter Thread by Jon Brosio

Jon Brosio

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## 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

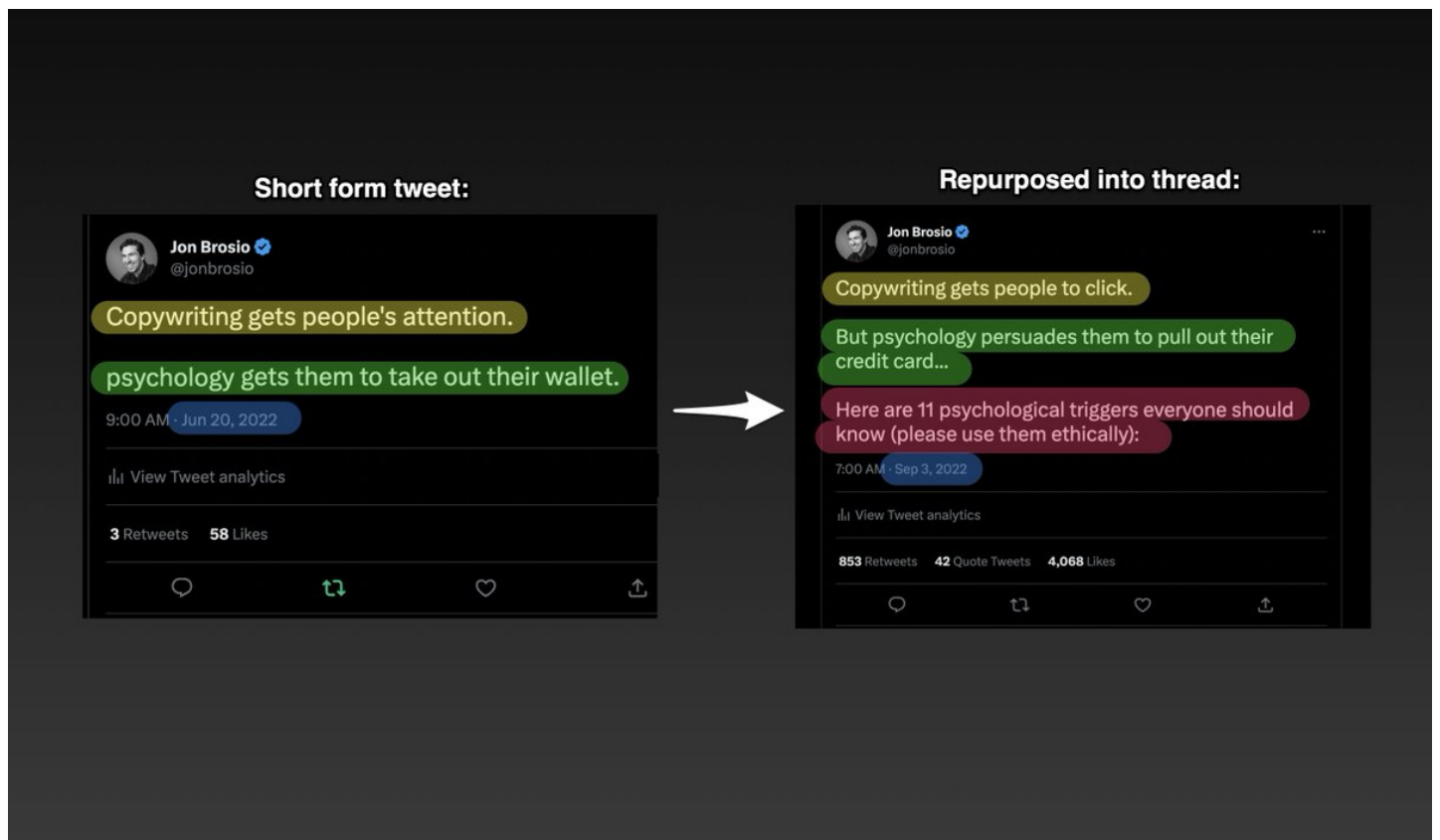
— Jon Brosio (@jonbrosio) April 2, 2022

### 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:

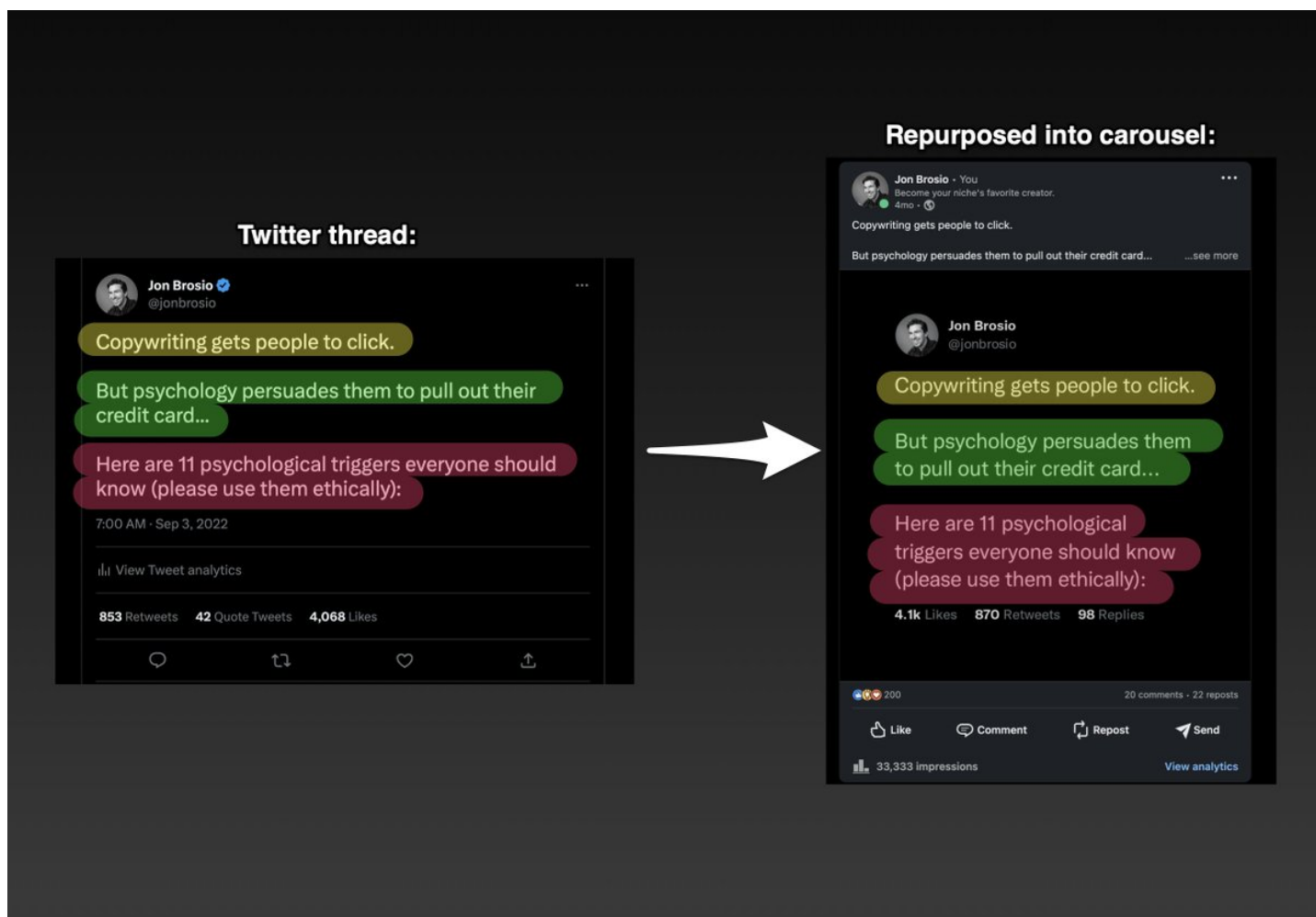


## 5. Syndicate content on LinkedIn

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 & sacrifice

In other words, consider:

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

# The Value Equation

$$\frac{\text{DREAM OUTCOME} \times \text{PERCEIVED LIKELIHOOD OF ACHIEVEMENT}}{\text{TIME DELAY} \times \text{EFFORT \& SACRIFICE}} = \text{VALUE}$$

The diagram illustrates the Value Equation with hand-drawn elements:

- Top Left:** A stick figure with a thought bubble containing a globe and the text "DREAM OUTCOME".
- Top Right:** A stick figure with a thought bubble containing two people and the text "PERCEIVED LIKELIHOOD OF ACHIEVEMENT".
- Bottom Left:** A clock icon with the text "TIME DELAY".
- Bottom Right:** A sad face icon with a sweat drop and the text "EFFORT & SACRIFICE".

The equation is structured as: (Top Left) x (Top Right) divided by (Bottom Left) x (Bottom Right) equals VALUE.

## 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