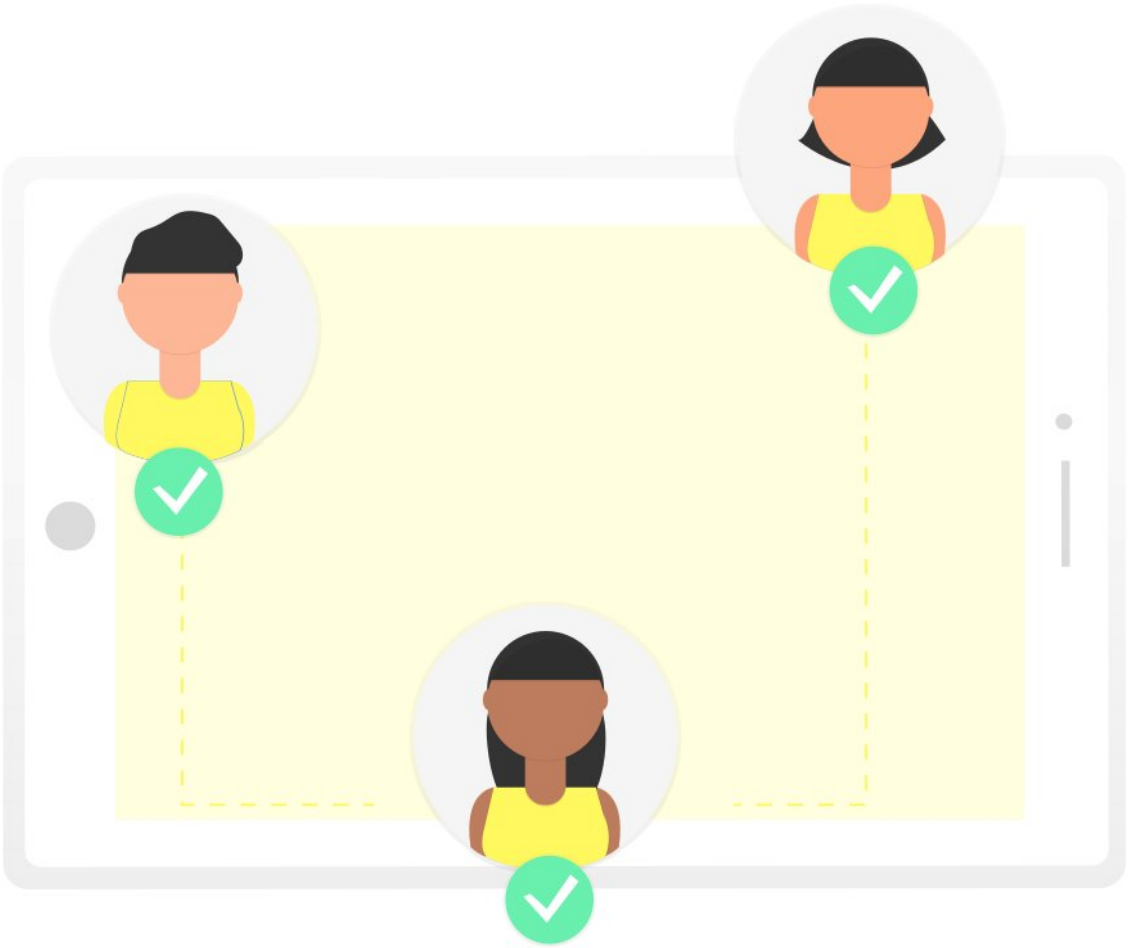
Twitter Thread by Freedom Designer

Freedom Designer
@FreedomDSGNR

How to Use Cialdini's Influence Principles to Grow On Twitter

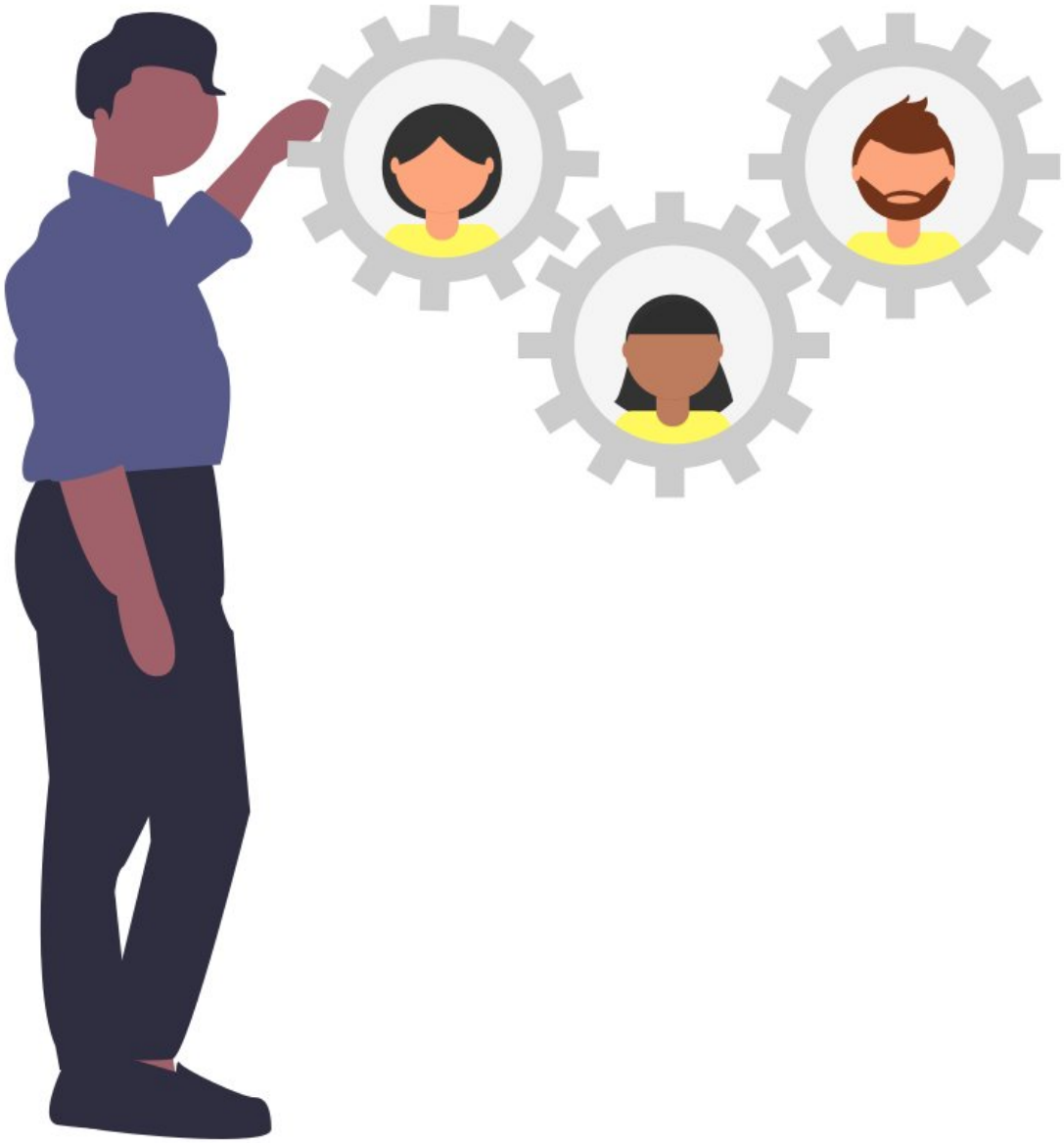
// A THREAD //



Robert Cialdini took various kinds of sales/marketing/door-to-door sales jobs to figure out what techniques those "magician of persuasion" use.

Then he defined the 6 principles of INFLUENCE.

How to use them to grow on Twitter?



1. Reciprocity

Don't be afraid to give away.

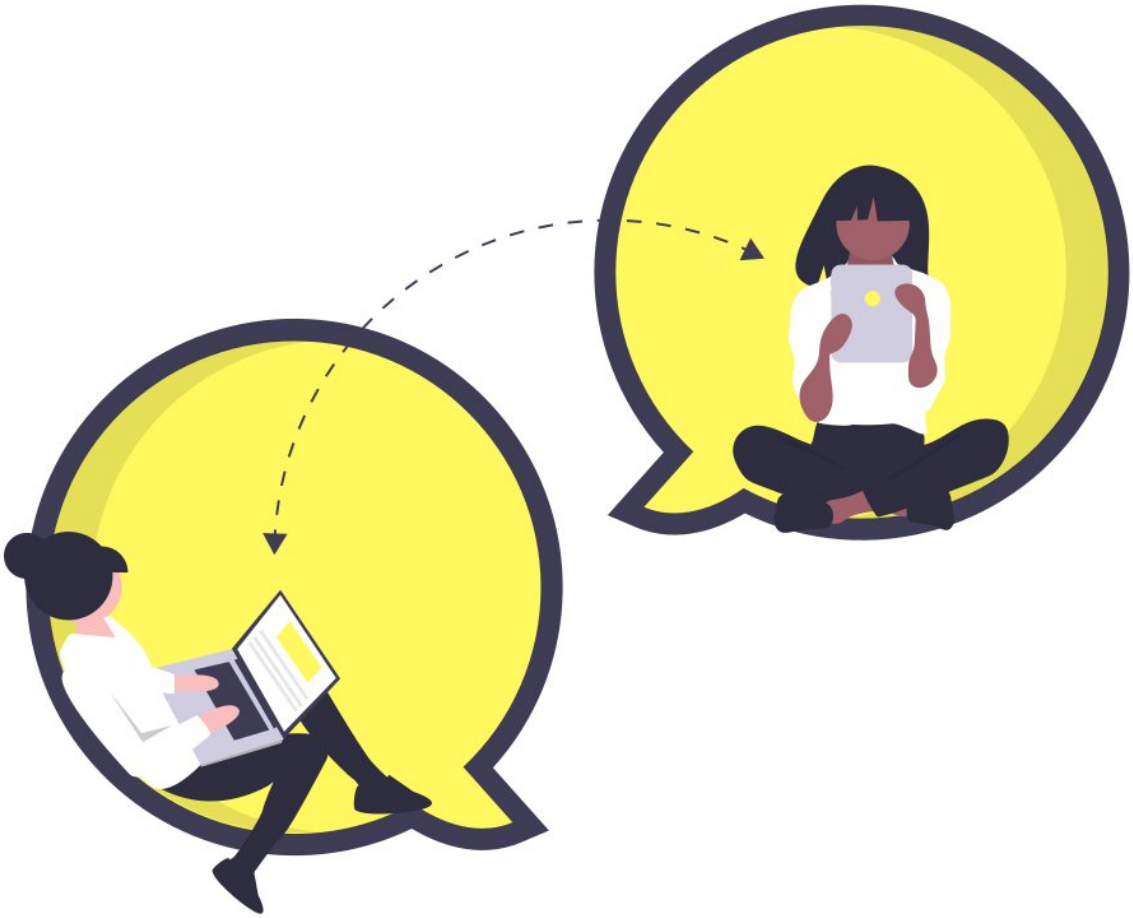
Give away:

- likes
- RTs
- engagement

The bigger accounts will notice... and reciprocate.

It's human nature.

Action step: Write 20 comments a day (don't ask for anything).



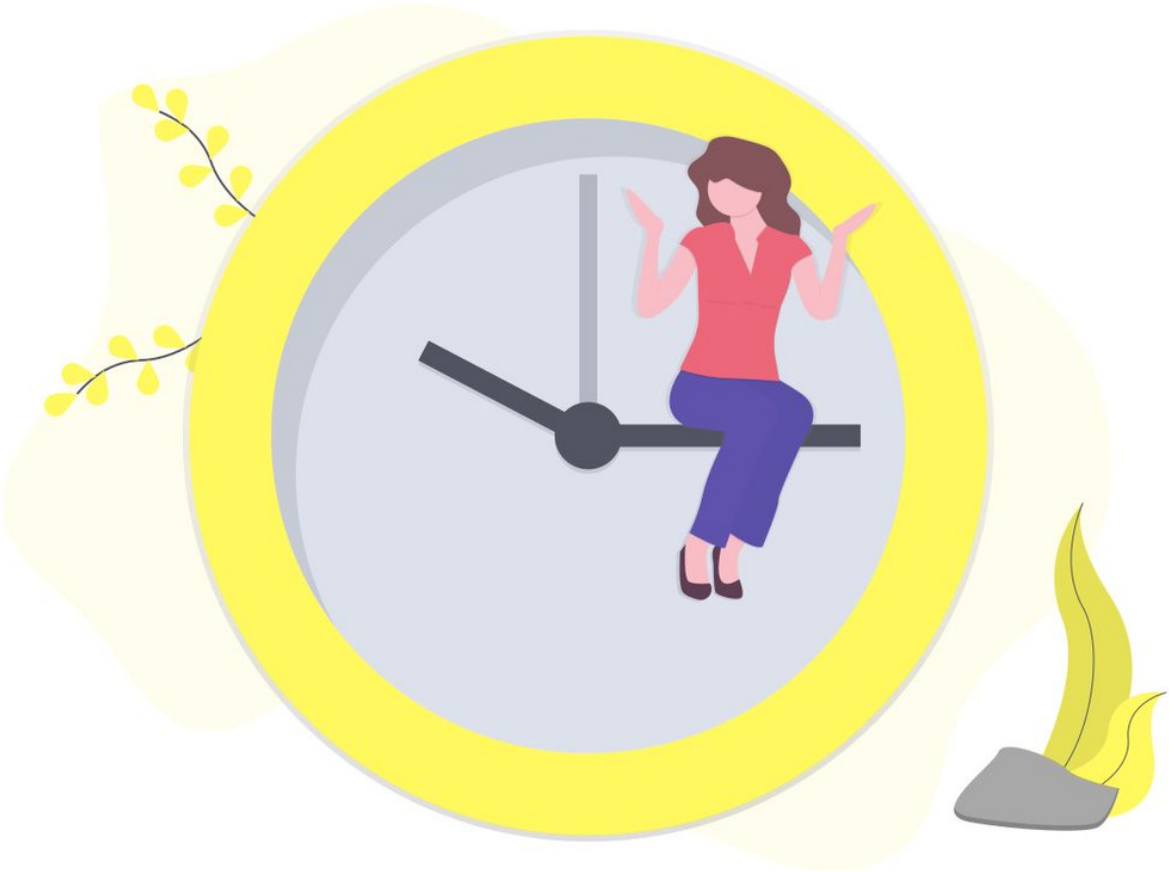
2. Scarcity

is an enormously powerful weapon but make sure you use it well so it doesn't look sneaky.

You can use it for:

- Get beta testers
- Running limited sales
- Doing AMA (1hr) [bigger accounts)

Action step: Before a launch write you're looking for max 3 beta testers.



3. Authority

cannot be built by tweeting platitudes.

You'll have to show you know what you do and you understand it.

The reward will be sweet.

Action step: Post a thread from your field of expertise 3x per week.

PS. Even if you don't consider yourself a pro yet.



4. Consistency

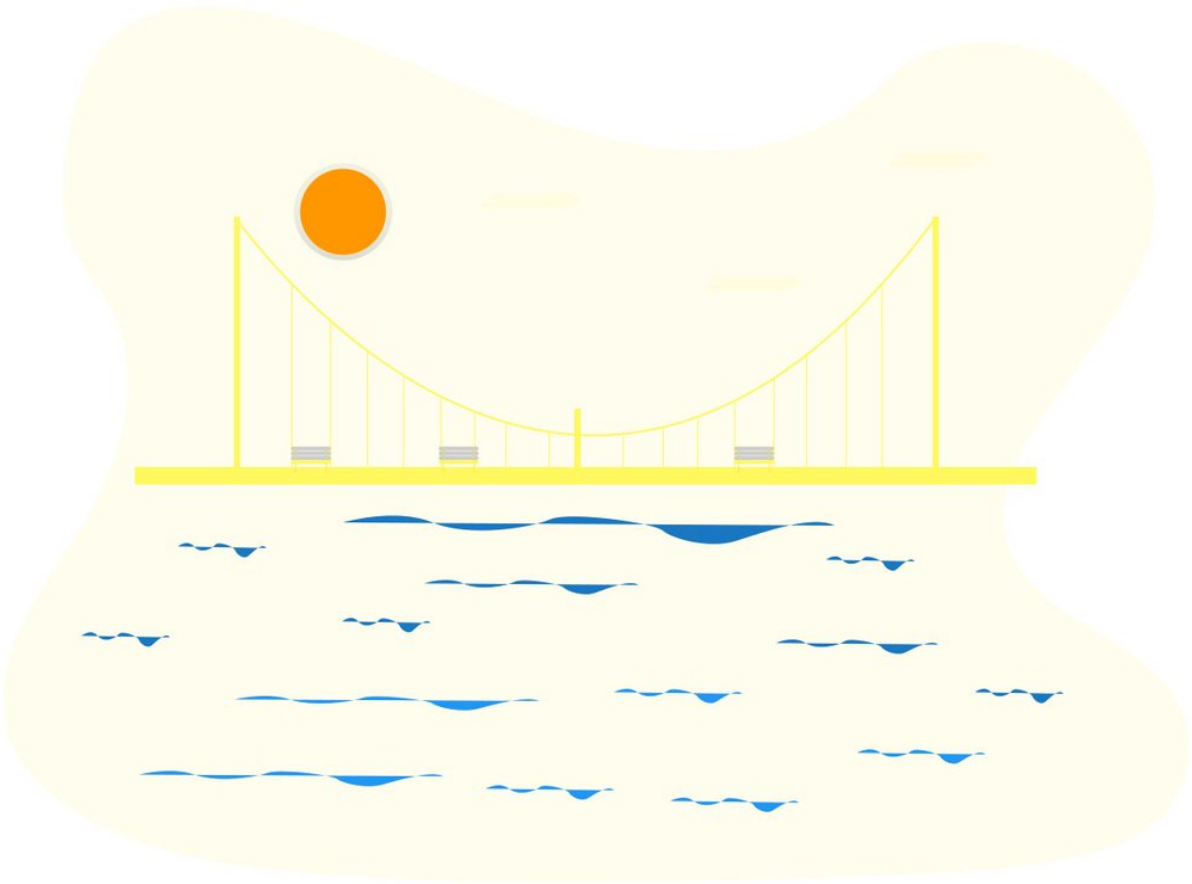
Not quitting is 65% of the win.

Truth or platitude?

Doesn't matter, the important thing is that if you stay around the luck will be able to hit you.

Consistency also = trustability.

Action step: Everyday tweet at least 5 tweets.



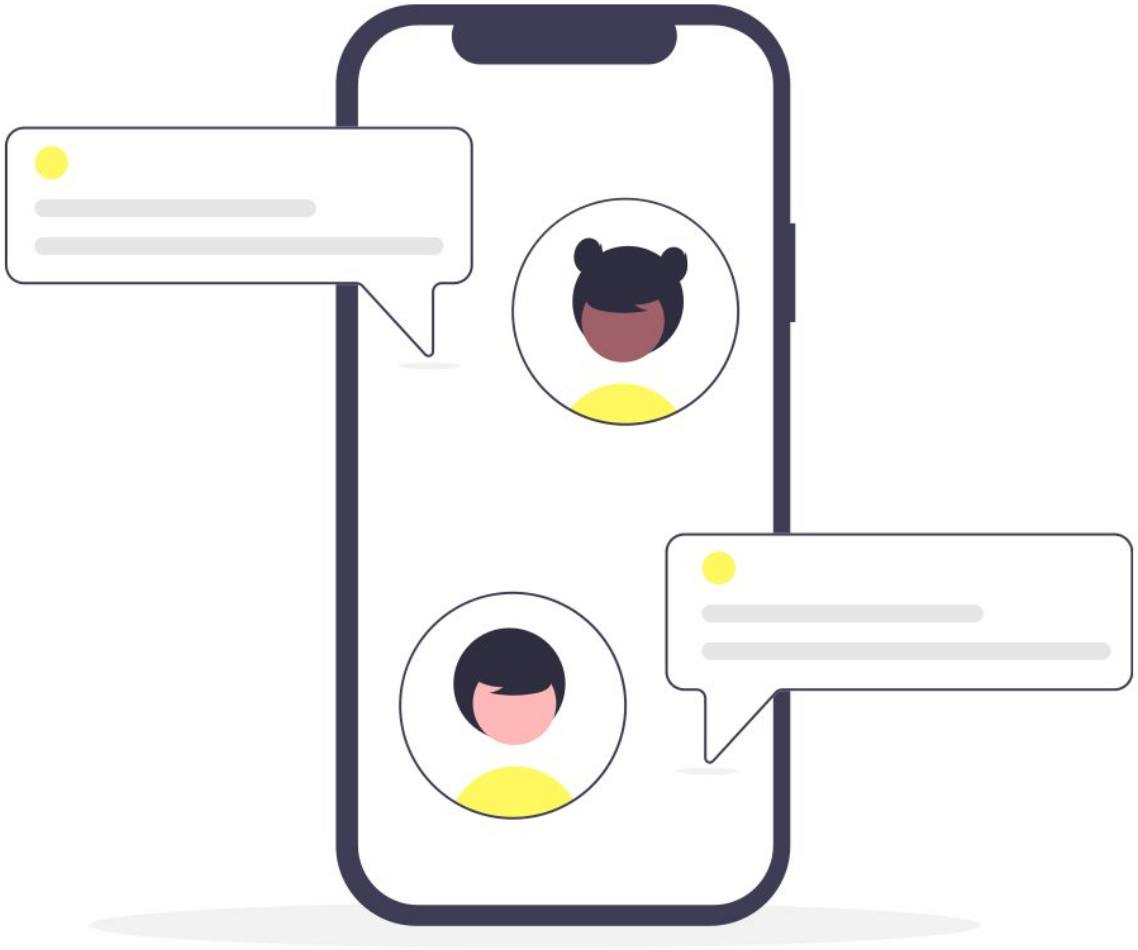
5. Similarity

We tend to like people who are similar to us.

And we all make mistakes, things we regret, overcoming obstacles...

Show you're "just" human and your audience will love it.

Action step: Schedule 5 tweets about failures you made it through.



6. Social proof

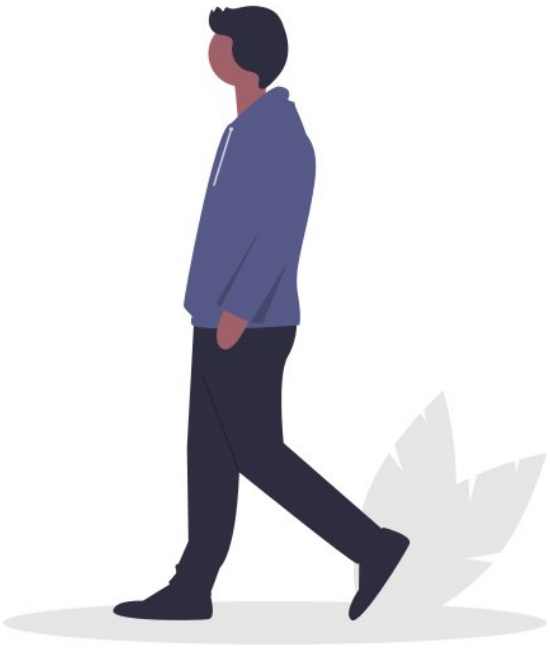
- Reviews
- Followers
- Being followed by the bigger accounts

those are all forms of social proof.

But how to start using its power in an easy and approachable way?

Action step: RT every valuable quote retweet of your content.

PS. https://t.co/fRe25qRszc



> How to Get a Killer Testimonial.
>
> Social proof is the most capable salesman out there.
>
> But how to let others speak for you?
>
> // A THREAD // pic.twitter.com/l80ALdtQQO
>
> — Freedom Designer (@FreedomDSGNR) November 8, 2020

Thanks for reading!

If you liked the thread consider RT the 1st tweet and read "Influence: Science and Practice" by Robert Cialdini

■ Why principle do you find the most powerful?

