Twitter Thread by Nick Huber



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I got serious about Twitter on April 12th 2020.

Since that day:

I've raised $5MM and met with over 200 future investors in my real estate deals.

I've done $75k worth of consulting.

And I've met mentors and friends I'll carry with me for life.

What worked for me ■■■

First of all I tried the mainstream advice and built my own blog, podcast, email list, YouTube. Spent 2 years. 500k downloads. Some success.

Got more value out of Twitter in 30 days.

If raising money or in business THIS is the platform.

Okay let's go:

1. Stay on topic.

The most valuable folks here are here to learn. They curate their feed. They want business and to LEARN.

No fantasy football. No gifs. No pop culture. No one liner jokes.

Be an expert at what you do. Stay on brand.

2. No politics.

At all. Ever. It’s a great way to piss off (and say goodbye) to 1/2 the folks here.

Not everybody feels the way you do and the smartest folks don’t want your opinion. Nothing good comes of it. So avoid it.

3. Be incredibly open

Nobody will steal your ideas. Yes it’s uncomfortable and yes you’ll get challenged.

I shared my profit and loss statements on here. It led to discussions with many brilliant folks in the DMs and several folks who wanted to partner reaching out.

4. Put your neck out.

Don’t be afraid to look like an idiot. Challenge smart people by retweeting and commenting. Good things come if you do it in a respectful way.

Admit a change of opinion if you’re wrong. Reap the rewards if you’re right. Be kind.

5. Quality over quantity.

Don’t tweet every 30 minutes. Tweet a few times a day. Save drafts when you get good ideas.

Don’t tweet the thoughtless comments that add no value. Delete them.

Creativity comes in spurts. Tweets should be consistent.

6. Your goal should be to make smart people think differently about something.

Or to think about something totally new and learn.

If it takes 10 seconds to write, its probably not worth reading.

7. Don’t link away from Twitter.

The algorithm punishes you and your reach will shrink.

Twitter wants its users here, on Twitter. Link out sparingly and do it later in the thread of multiple tweets.

Nobody wants the auto posted blog links.

Hashtags are worthless as well.

8. Say more with less.

Take out every single character that doesn’t support the message you’re trying to get across.

But don’t sound like a fortune cookie. Leave that to the guys like naval who can pull it off.

9. Don’t directly solicit investors.

It’s illegal and you should only subtly talk about partners and LPs.

Let a conversation start with interested folks messaging you and take it off line to get to know them before giving the pitch.

10. Open your DMs and deal with the volume.

Don’t discourage people reaching out because you’re too cool to give a noob some guidance.

Ignore the dumb questions. Help some people. Let the value come to you.

11. Story matters more than terms.

I have an expensive deal structure. It’s juiced for me.

But folks care a lot less about the structure and a lot more about the sponsor (you) and the 10 year vision and tailwinds behind the investment.

Tell a story.

12. The best tweets stir controversy and go against the grain but have points that everyone agrees with.

Folks on twitter don’t want to get fed the same stuff every other media channel is feeding them. Be different.

Make smart people think differently about something.

13. For every tweet think about this question before you hit send:

Would I want a future partner or investor who is wealthy and important reading this message?

Will this lead to productive conversation?

14. Don’t retweet without comment

It adds no value. And don’t make that comment a one word approval.

There had to be something the author left out of the tweet or something you can add.

Spend 60 seconds and add some thoughts.

15. Have thick skin and don’t get emotional.

Some humans are mean. Very mean.

Don’t let it get to you. If it does, find another place to do business.

This is sales. You will have rejection and not everyone will like you.

16. No negativity, ever

Folks are tired of complaining and bad news stories.

If you need help with content follow
@JamesClear
and apply his concepts to your business.

He is a master of all of this stuff. I’m not.

17. Steal what works

If you see a great Tweet, apply it to what you do, add your own twist, and schedule it to post a few weeks later.

You don't always need to find your own creative content.

18. Add value first

Don’t run around twitter with your hand out asking for help. It’s not about you.

Help other, smarter, more resourceful people. If you slide in someone’s DMs, bring some value.

No, you can’t have a meeting to “pick my brain”.

19. Stay humble.

Nobody cares how much money you have, what you drive or where you live. It makes you look foolish.

You want to be the rich guy who nobody knows is rich and drives the Toyota Camry.

Don’t set your profile up like this:



20. Treat this like a job.

Because it’s valuable. Do it right and incredible things will happen. Its about building a personal brand.

Set a goal. Make a plan. Execute even when it isn’t fun anymore.

Set your profile up like this:

Moses Kagan

@moseskagan Follows you

Father (x3!), husband, Angeleno, apartment developer. Nothing I write here is an offer to sell any security. Sign up for my mailing list here ⬇️

Los Angeles, CA kagansblog.com/mailing-list/

Joined February 2008

940 Following **11.2K** Followers



Followed by The Wolf, Sean O'Dowd, Vacancy Rate, and 112 others

Tweets | Tweets & replies | Media | Likes

Pinned Tweet



Moses Kagan @moseskagan · 1/10/20

Real estate LPs: "I like to invest in RE to generate low-risk, tax-efficient cashflow and appreciation for the long-term."

95% of RE GPs: "Join us! We're levering up, buying a so-so asset in a so-so market, putting lipstick on it, and hoping to flip it in 1-3 yrs to some moron."

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21. Scarcity is bullsh*t

Everyone can win. There is plenty of money to go around.

Help other people and you'll get help in return. I only succeeded at this because folks like @moseskagan showed me the ropes. Study first, ask second.

22. Read the book Storyworthy by Matthew Dicks.

This was recommended by @theSamParr & @ShaanVP. All about telling a story that captivates audiences.

23. Feel free to break any of these rules.

Just like business, there are 1000 ways to win. You do you and I'll do me!

I'm just a guy who acts like he knows what he's doing. Even a blind squirrel finds a nut every now and then.

24. PRACTICE

Writing good, captivating Tweets takes practice. Get started and work at it!

A few other powerful things that happened because of twitter:

Met a guy who allowed me to temporarily employ 15 of his employees for 2 weeks.

I see 5+ self storage deals a week in the DMs. People know I'm into storage. So they ask me advice and bring them to me.

I sold 15 copies of a course for $1500 that is only half-way finished. Will update here.

I've met 3 mentors that I'm sure will be close to me for the rest of my life. I'm talking incredible conversations about life and what direction to go.

And the most important of them all:

A personal Twitter is much more powerful than an Anon or business branded feed.

Its all about TRUST. Putting a name with a face is critical to doing business on here!