

Twitter Thread by Jelle van der Kooij



Jelle van der Kooij

[@Jelle_vdKooij](#)



How I grew @prov_pizza 3650% over the last month.

This is me trying to build in public like @thisiskp and being transparent like @jackbutcher.

A visual thread. ■■



1/ The secret towards getting these gains? Start from zero.

The stats after 4 weeks:

0 —> 77.4K Impressions

0 —> 6,130 Profile visits

0 —> 490 Likes

2 —> 73 Followers, sorry for the bait ;)

Here are some of my key learnings. ■

2/ [@jamierusso](#) taught me to remix the content of others.

With only 9 followers I added some pizza sauce to Jamie's content.

It got me over 4K impressions on a single tweet.



3/ The key to a good remix: add value.

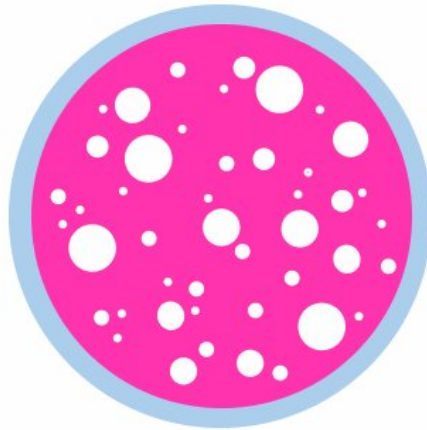
With [@prov_pizza](#) I tried to add:

- Another perspective.
- Humor.
- Pizza. This usually does the trick ;

4/ Remixes were a pitfall too.

I was tempted to remix anything from anyone I found interesting, because it seemed to work.

[@foundbryan](#) taught me to stick to my niche.



My Interests

5/ [@prov_pizza](#) is about leveraging talent and building better teams.

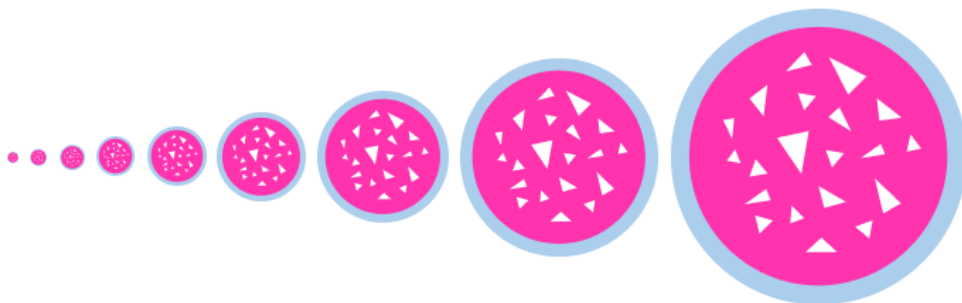
[@foundbryan](#) helped me realize that for the project to work long-term:

1 Genuinely interested follower > 10 vaguely interested followers.

6/ [@craigburgess](#) taught me to get doing things.

He's the living embodiment of 'putting in the reps'.

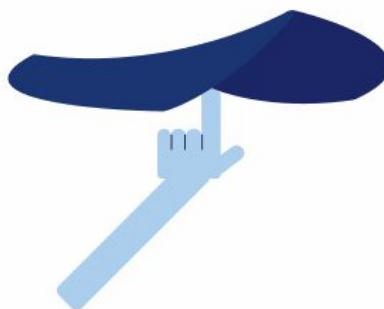
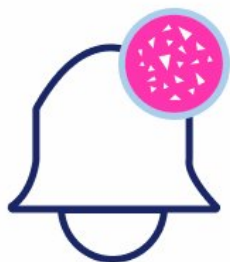
By creating pizza visuals everyday, the creative juices started flowing more and more.



7/ [@alicellemee](#) taught me to disconnect from my work emotionally.

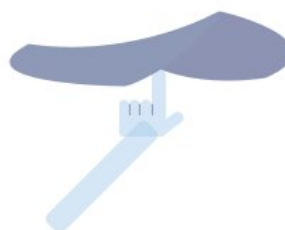
It's easy to get caught up in the (lack-of) success of your posts.

Instead of staring at notifications it helped to simply shift my focus towards creating again.



8/ [@aadit](#) taught me how to use Twitter the right way.

I went from consuming towards consuming to create.



If you liked these pizza visuals please give [@prov_pizza](#) a follow!

We'll help you to leverage talent and build better teams, with pizza!

It's a father-son project with [@erikvanderkooij](#). He's been teaching me for 21 years now.