Twitter Thread by Jelle van der Kooij

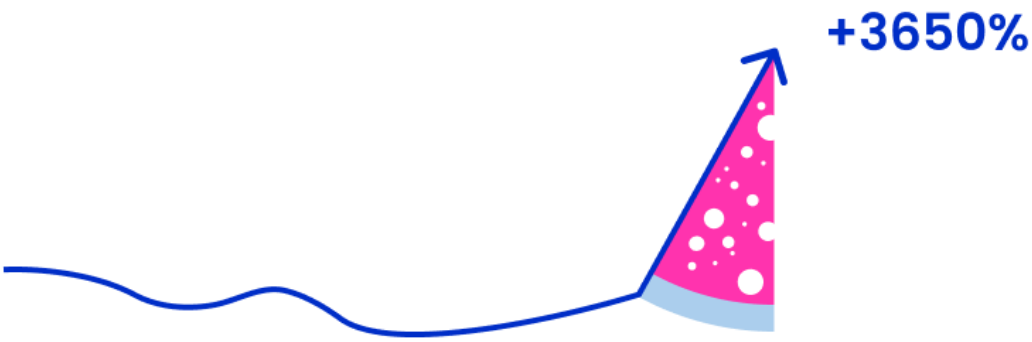


Jelle van der Kooij
@Jelle_vdKooij

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.



5/ @prov_pizza is about leveraging talent and building better teams.

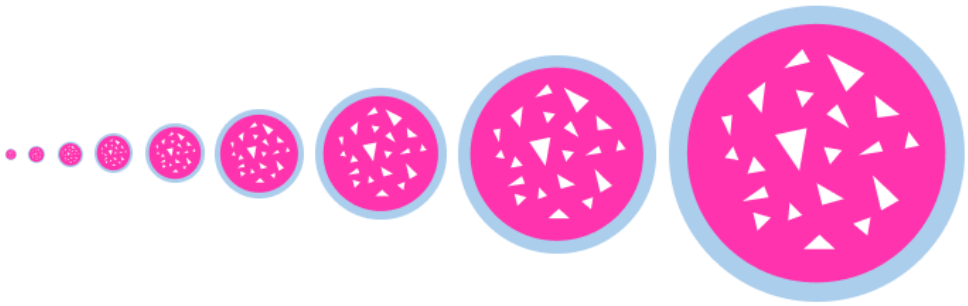
@foundbryan helped me realize that for the project to work long-term:

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’.

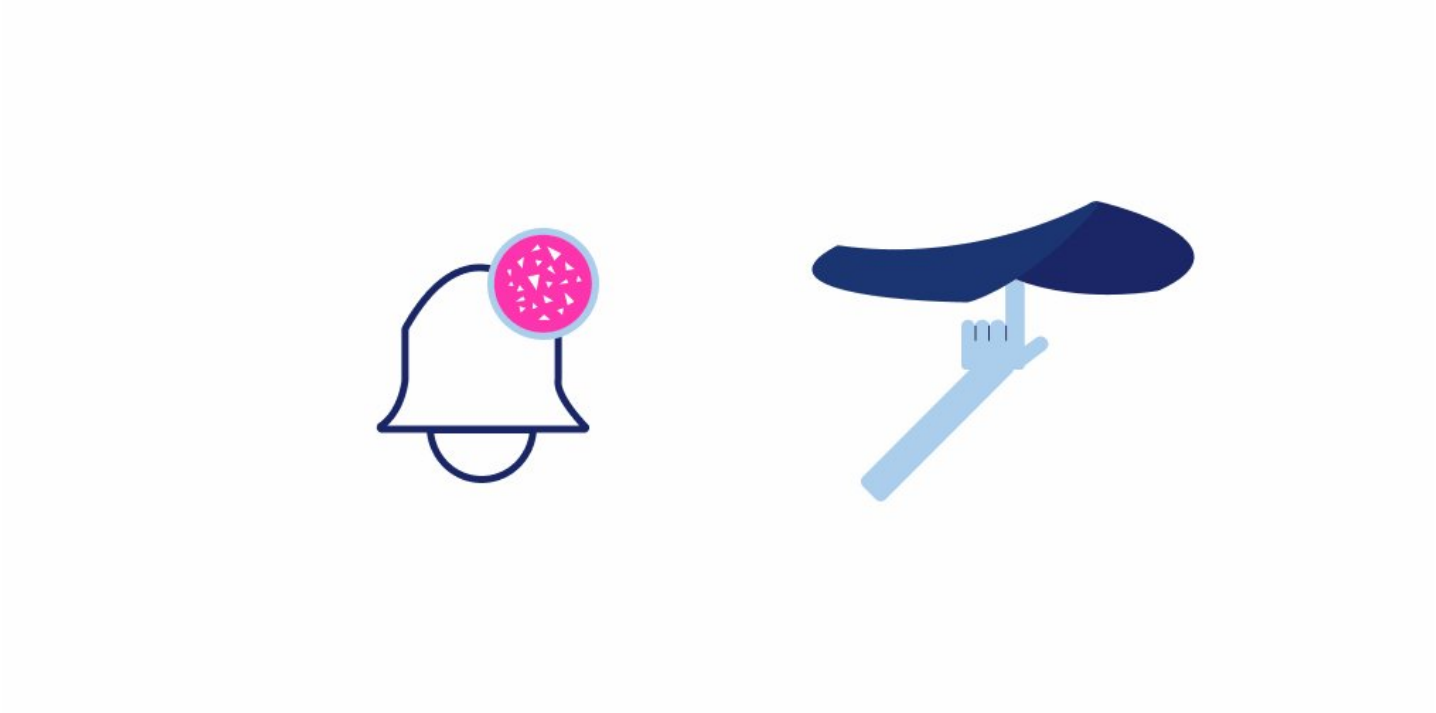
By creating pizza visuals everyday, the creative juices started flowing more and more.



7/ @alicellemee taught me to disconnect from my work emotionally.

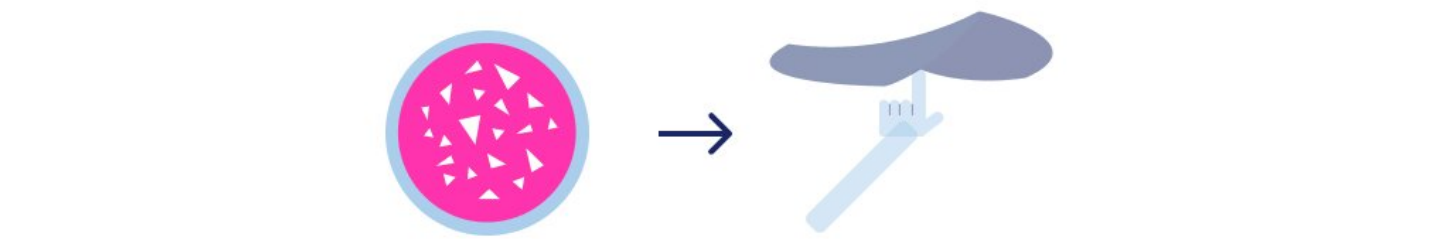
It’s easy to get caught up in the (lack-off) success of your posts.

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.