Twitter Thread by Preetam Nath



Preetam Nath
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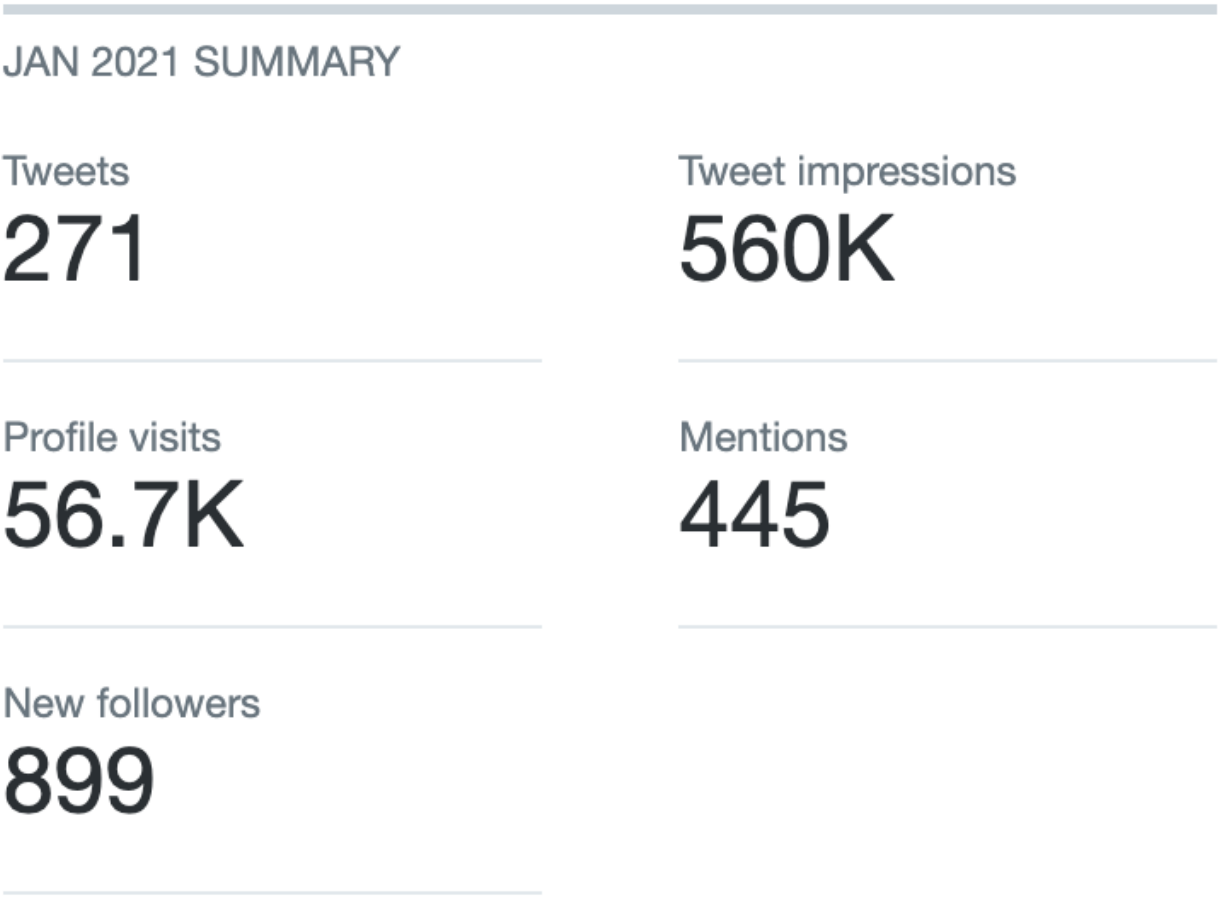
■ My Twitter stats for January (vs December)

■ Tweets: 271 (154)
■ Tweet impressions: 560k (210k)
■ Profile visits: 56.7k (24.4k)
■ Mentions: 445 (105)
■ New followers: 899 (390)

What changed between Dec to Jan?

■



1 - Tweeting more frequently

Up til Dec, I would tweet on Sundays and remain mostly inactive during the week.

From mid-Jan, switched things up and started tweeting almost daily.

The goal is to share 1 useful thing / day.

Takeaway - Tweeting daily is work, but rewarding.

2 - Building in public

I've been sharing since 2019, but it was never as intense before. My SEO course literally got built while I was tweeting about it.

Takeaway - ■ for the engaging experience. But it's exhausting if this isn't your main thing. I'm building @delightchathq

What didn't change ■

• Delivering value to the lives and journey of others.
• Being transparent about progress.
• Being nice to every person who DM'd or emailed me about their struggles in life or business.

Final note - I 100% think people should build in public IF the target audience for what they are building live on Twitter.

If that's you, try it out. Go through all my tweets for January, see what worked (and what didn't lol), and replicate it in February.

All the best ■