Twitter Thread by Charlie Light



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Ever feel like there is an “inner circle” of the 50 biggest finance/business Twitter accounts who all collude to give each other engagement?

Well, there actually is. Here’s how to join it:

First off, it’s not necessarily a group chat or a formal club.

But there is an unofficial group of the “big accounts” who all know each other and promote others in the group.

Joining is easier than you’d think.

There isn’t an entrance fee or anything like that.

The best way to join is to become known for one very specific thing that no one else is covering.

@sweatystartup is the “self storage guy”

@Codie_Sanchez is the “boring business investor”

@Agazdecki is the “bootsrapper”

If you aren’t already known for something, no one will care about your vague takes. Almost no one gains a large following by starting out as a generalist.

If you have 1 major accomplishment or credential, don’t ever stop talking about it.

Seriously, don’t worry about annoying people. You have to be way more repetitive than you think to get your story across.

You should probably tweet your story once a week.

Most of your followers won’t see a given tweet, so if you’ve only tweeted your story once, chances are almost everyone missed it.

People like to use labels. It’s easier for remembering who someone is.

If people can’t figure out exactly what you are in 5 seconds, they will move on.

Don’t overcomplicate it by trying to be 10 things at once.

Got your identity figured out?

Good.

Now pick 10 accounts that are in a similar space with 10k to 50k followers. Reply and engage with them as often as possible until they know who you are.

When I started John Rich, I made a list of every single finance account with 10k to 50k followers and replied to almost every tweet until I won many of them over.

If you’re just starting out, almost no one will read your tweets. So replies are the best way to reach new people.

Once you’ve won over 7 or 8 of those 10 accounts, you’ll likely have a few thousand followers.

Now you need to do 2 things:

1. Pick 10 more accounts, between 25k and 75k followers, and repeat the same process

2. Double down on what works. Look at your top 3 tweets in terms of engagement, and duplicate them. Keep using the same format or rephrasing the same points.

Readers on Twitter like familiarity. If you completely reinvent your tone and style each week, people will get confused.

Don’t try to branch out too soon.

A huge mistake I see is getting moderate success, then suddenly trying to branch out into different channels (like starting a podcast) or different topics (like giving your political takes).

That’s the quickest way to kill an account.

Don’t force a podcast on your audience if they just like your memes.

Don’t start tweeting about your take on Trump or Joe Rogen.

Your followers started paying attention to you for one reason. Don’t deviate from that.

The last step in joining the “inner circle” of big accounts is collaborating with just 1 other big account.

It’s like being spotted on a date with a celebrity: everyone will want to know who you are.

If you can become a guest on someone’s podcast, write a guest post for their newsletter, or even just get regular interaction from another big account, you’re in.

Other big accounts begin to notice you, and you’re suddenly invited to X event and included on the next follow list.