Twitter Thread by Alex Llull

Alex Llull
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A big part of my tweets are inspired by other people's content.

I bookmark everything that looks interesting and go there when in need of inspiration.

This is a thread-recap of the best-saved tweets from 2020 (for me at least) and what you can steal from each one. ■■



The year chart by @jakobgreenfeld

What to steal: the idea and the design

Create a chart with the key moments of your growth. It's a great reflective exercise for you and it can be a great learning experience for your audience.

https://t.co/iWp9zqEaND

> Here's roughly how I grew from 0 to 1400 followers in 4 months. pic.twitter.com/NqY54cWXpC
>
> — Jakob Greenfeld (@jakobgreenfeld) December 15, 2020

Let's collaborate by @aaraalto

What to steal: the idea.

Creating a blank piece of content (could be a sentence, a design, a video...) that your audience can later use.

https://t.co/wTinlFSCeE

> Let's collaborate
>
> Step 1: Take this image
> Step 2: Be creative with it
> Step 3: Reply with your creation pic.twitter.com/xCcCShLvdI
>
> — Aaron Aalto (@aaraalto) December 17, 2020

Advice to first-time info product creators by @dvassallo

What to steal: the insight

This tweet was one of the sparks for me writing the Twitter Thief ($1,3k revenue says it's good advice)

https://t.co/zGYo5QIHkJ

> My advice to first-time info product creators:
>
> 1. Start with a very small product.
>
> 2. Choose a topic you know well that will almost write itself. Avoid doing research.
>
> 3. Timebox production to 2 weeks.
>
> 4. Charge $10.
>
> 5. Promote it!
>
> All the lessons are in #5. Best of luck!
>
> — Daniel Vassallo (@dvassallo) July 26, 2020

How to be a better writer by @JamesClear

What to steal: the insight

A world-class writer giving free writing lessons. The tweet is from 2019 but I discovered it this year.

https://t.co/NcHtY3mQbW

> How to be a better writer:
>
> -write about what fascinates you
> -make one point per sentence
> -use stories to make your point
> -cut extra words like \u201creally\u201d and \u201cvery\u201d
> -read the whole thing out loud
> -post publicly (you\u2019ll try harder when you know others will read it)
>
> What else?
>
> — James Clear (@JamesClear) July 5, 2019

Ranked by @uxblake

What to steal: the style

This is a great way to visually rank something. The green emojis really stand out on the timeline

https://t.co/B95LbYQIZ7

> Platforms ranked by ease of mastery:
> (1-easy, 5-very difficult)
>
> LinkedIn \U0001f7e9
>
> TikTok \U0001f7e9\U0001f7e9
>
> Instagram \U0001f7e9\U0001f7e9
>
> Facebook \U0001f7e9\U0001f7e9\U0001f7e9
>
> Snapchat \U0001f7e9\U0001f7e9\U0001f7e9
>
> YouTube \U0001f7e9\U0001f7e9\U0001f7e9\U0001f7e9
>
> Podcast \U0001f7e9\U0001f7e9\U0001f7e9\U0001f7e9
>
> Twitter \U0001f7e9\U0001f7e9\U0001f7e9\U0001f7e9\U0001f7e9

— Blake Emal (@uxblake) November 24, 2020

Progression by @gumroad

What to steal: the style

Perfect to emphasize a process and the possible outcomes.

https://t.co/GfVU0Q6DI8

> If you can make $1 you can make $10.
>
> If you can make $10 you can make $100.
>
> If you can make $100 you can make $1,000.
>
> If you can make $1,000 you can make $10,000.
>
> If you can make $10,000, you can earn a living.
>
> — Gumroad (@gumroad) March 29, 2020

Levels of X by @vanschneider

What to steal: the style

Use it to visually represent the different levels of anything.

https://t.co/pNnjuA48Ct

> [Level of effort]
>
> IIIIIIIIIIIIIII Creator
> IIIIIII Curator
> III Consumer
>
> [Distribution within a given group]
>
> III Creators
> IIIIIII Curators
> IIIIIIIIIIIIIII Consumers
>
> — \U0001d413\U0001d428\U0001d41b\U0001d422\U0001d41a\U0001d42c \U0001d42f\U0001d41a\U0001d427 \U0001d412\U0001d41c\U0001d421\U0001d427\U0001d41e\U0001d422\U0001d41d\U0001d41e\U0001d42b (@vanschneider) September 13, 2020

3 steps to X by @jackbutcher

What to steal: the idea and style

Use it to describe something that can be done in 3 steps. Keep it simple and impactful. Remember to number each step.

https://t.co/X3IxpwtBMf

> 3 step content strategy:
>
> 1. Make noise
> 2. Find signal
> 3. Amplify signal
>
> — Jack Butcher (@jackbutcher) September 10, 2020

Multimention by @mkobach

What to steal: the idea and style

Multimention tweets always work well and get good engagement. Don't abuse it though!

https://t.co/GLxEFnWt3p

> Twitter University
>
> Freelancing: @kvlly
> Social: @donyetaylor_
> Strategy: @zoescaman
> Managing: @jenalyson
> Gaming: @erinasimon
> Investing: @Lizquidity
> Marketing: @JunaeBrown
> Copywriting: @VikkiRossWrites
> Self-improvement: @galjudo
> Mental health: @dremilyanhalt
> Badassery: @cindygallop
>
> — Matthew Kobach (@mkobach) August 9, 2020

The build-up by @shl

What to steal: the style

Use this format to build up to a conclusion. Use the blank space for a better visual effect.

https://t.co/IayVs9CLsz

> Turn your time into skill.
> Your skill into authority.
> Your authority into an audience.
> Your audience into an income.
> Your income into freedom.
>
> And your freedom into others\u2019.
>
> — Sahil (@shl) March 12, 2020

Steps with emojis by @lennysan

What to steal: using emojis to emphasize your message

A great example of how to properly use emojis to double down on your message.

https://t.co/qvEbs3SCfC

> The five newsletter jobs-to-be-done:
> 1. \U0001f606 Entertain me (e.g. @TheBrowser)
> 3. \U0001f914 Make me smarter (e.g. @web)
> 3. \u261d\ufe0f Keep me informed (e.g. @thedispatch)
> 4. \U0001f914 Make me money (e.g. @kevinmuir)
> 5. \u270a Help me feel like I'm part of something bigger (e.g. @emorwee)
>
> — Lenny Rachitsky (@lennysan) July 9, 2020

And that's it!

These are some of the tweets I kept in my stash this year and that have inspired a LOT of my own content.

I saved a few more for my blog■ https://t.co/Xjxo4yYDRY

If you liked the thread, please like and RT the first tweet so it can reach more people!

I'll do a similar post soon but with threads, so follow me to keep an eye for it!