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2 years ago I had 0 followers.

Today, I have over 300 000 followers.

Most people don't realise that growing your brand is like growing in real life.

Here are 7 life lessons you need to understand to succeed on social media:



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- Give and you shall receive

If you're not where you want to be, it's likely due to your output.

If you want more value, whether it's followers or money, you need to provide more value.

Increase the quality and/or quantity of your output and you'll grow.



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- You've got to show up every single day

I've been tweeting for over 2 years. I haven't missed a single day.

I don't know how many accounts I've seen that have amazing potential just stop posting and vanish into the abyss.



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If you want to succeed, you need to put
in the reps. You need to show up every
single day and just do the work.

Quantity → Competence → Quality →
Growth



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- You've got to play the long game

I often get asked "Ross, I'm tweeting, but I'm not growing"

To which I respond, "Have you done it every single day for 2+ plus years?"

The answer is always "no".

Stop looking for the shortcut. Get back to work.



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- You need a tribe

One of the best parts about social media (and life) is the people you meet.

And if you meet the right people, they can elevate your life and multiply your progress.

Stop trying to be a lone wolf. You're just holding yourself back.



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- You need to focus on what matters

Stop wasting time trying to optimise your bio.

You need to be improving your skill and putting your name out there.

You need to understand what actually generates results and makes progress.

Stop checking your emails and get to work.



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- **Mastery matters**

If you're not improving your skill and knowledge in your craft, your content and brand will become stale.

If you're not improving, your brand, your life, and your results won't improve either.



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The goal is to improve yourself so that you can add more value to the world - whether that's your followers, clients, or workplace.



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- Up and down, but with an upward trajectory

Look, life isn't smooth sailing, it's full of ups and downs.

But, if there isn't an overall upward trajectory, you're doing something wrong.



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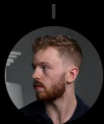
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Social media is the same.

Algorithms change, platforms change,
content bombs one day and hits the
next.

But, if your following and income aren't
on an upward trajectory, you're doing
something wrong.



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- Anybody can make it

The beautiful thing about life is that there is always someone from a worse situation doing better than you.

Anybody can make it.

Social media is the same, anybody can grow their brand.



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It's just a case of acquiring the right skills and showing up for a long enough period of time with the intention of improving.

Anybody can make it.



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What's up! **Thanks** for reading.

If you found this helpful, **follow me** for more insights on **mastery, peak performance** and **human potential**.