



The Art of Twitter

A Guide To Building
Your Twitter Account

by Harsh Strongman



LIFE MATH MONEY

GET RICH. GET FIT. GET SMARTER.



LEARN WHAT THE SCHOOLS WON'T TEACH YOU

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Table of Contents

Introduction	3
Who Is Your Audience?.....	4
Setting Yourself Up: Handle, Profile Picture, and Header Image.....	6
Name and Handle	7
Profile Photo	9
Header Photo	11
Bio.....	11
Growing Your Account – Strategies That Don’t Work	25
Strategy: From 0 to 5,000 Followers	29
Strategy: From 5,000 to 10,000 Followers	33
Strategy: From 10,000 Followers and Beyond	35
Creating Better Tweets Get More Engagement Per Tweet	36
Monetization.....	41
How to Avoid Getting Banned.....	47
A Guide to Networking	48
Creating Completely Passive Accounts	49
 Appendix A: What do I tweet about? What topics should I pick?	 51

Introduction

Thank you for investing in this guide. It means a lot to me that you trust me, and more importantly, that you are willing to take the initiative to try new things.

Every day, I log on to Twitter, and I see many people trying to build an audience for themselves. I see them doing various things to get people's attention, including buying retweets, creating ridiculously dogmatic and polarizing tweets, picking fights with other people, tweeting 100 times a day to grind it out, etc. Sometimes it works, sometimes it doesn't, and most times the growth is too unstable and slow and the entrepreneur quits.

However, as someone who has the experience of growing an account from nothing to over a hundred thousand followers in just 18 months (and many other accounts to over 10,000 followers in a third of that time) - I've tried and experimented with various strategies to grow my account. Over time and many thousands of tweets, I've figured out what works well, what only kind of works, and what doesn't work.

In this guide, I will be sharing the working strategy with you and giving you various tips to help you manage your new business better. The aim of this guide is not to give you a "hack" or a "two-week fix", but to shorten your learning curve - you don't need to spend your first 3-6 months wasting time learning the basics by yourself.

There's a lot of ground we need to cover, so let's get started!

Who Is Your Audience?

Before you proceed with the next chapter, take a moment and pen down what you plan to be writing about. These are basic things every content entrepreneur needs to ask and answer and review multiple times a year.

Spending a good amount of time thinking about these questions will streamline your set-up and as you read the rest of this guide, it will give you a rough sketch of how things will pan out over the long run.

You should know the answer to the following questions:

- **What is my content about?**

Jot down broadly what you plan to be writing about. (If you don't know what you want to write about, see Appendix A for guidance and ideas.)

- **Who is my target audience?**

Based on your topics, you need to ask yourself who the target audience is. If you're tweeting about business automation, copywriting, and sales conversion – your target audience is other digital entrepreneurs.

- If you're talking about health and exercise, your target audience is people who are interested in fitness and people who want to lose weight.
- If you're tweeting about books and book quotes, your target audience is people who like to read.
- If you're talking about religion, your target audience is people who follow that religion.
- If you're a pick-up artist, your target audience is single young men.

Of course, you'll have a general audience as well, but you need to know who your core audience is. Your real, most engaged group – people who are really interested in your content.

- **Who are the other players in the same market as me?**

Which influencers are already talking about the same topics that you are? You need to know your potential competitors and allies. This will come in handy later as we move to the topic of growing your followings!

Now that you have a rough outline of what your account is about and who the audience is, let's start getting our hands dirty!

P.S. Don't skip this chapter. If you can't answer these questions, you are not ready to proceed. If you know what you are getting into, your success rate will be much higher.

Setting Yourself Up: Handle, Profile Picture, and Header Image

They say that the first impression is the last impression, and nothing could be truer on Twitter.

There are millions of accounts, and all of them have the same ability to tweet as you do. In other words, if you ever hope to gain a decent sized following in a reasonable timeframe, your account needs to stand out.

Let's look at how you gain a typical follower:

1. He sees a tweet of yours.

IF he likes your tweet enough **AND IF** he finds your display or account name or handle *intriguing* enough, he will either click your profile on the mobile app or hover on your profile with his mouse pointer.



The mouse hover will show him your bio.

2. Once the person goes to your account, **IF** he likes your bio (i.e. it confirms that the account will provide the type of content he is looking for) – you will get a follow.

Someone may go through a few tweets of yours before giving you a follow, but defined generally, your follower growth follows this equation:

No. of people seeing your tweet

x % who like your tweet

x % who found your name, handle, and photo intriguing enough to check you out

x % who found your bio relevant

Followers gained

In this chapter, we will tackle the last two of these things.

Name and Handle

You want a name and handle that reflects the content that you aim to produce.

If you plan to write about money and personal finance, pick a name that reflects it, for example (these are just examples, not real profiles):

- Personal Finance Tips (@PersonalFinanceTips)
- Wealth Mentor (@WealthMentor)
- Young Money (@YoungMoney)
- Retirement Money Mogul (@RetirementMoneyMogul)

If you plan to write about Microsoft Excel tips, once again, pick a name and handle that makes that clear as sunlight:

- Excel Tips (@ExcelTips)
- Smart Excel (@SmartExcel)
- Excel Tricks and Guides (@ExcelTricks) [This also communicates that this account has a Microsoft Excel guide for sale]

The name should be in English (not Spanish or other languages) because most people online speak English.

The handle should be congruent to the name. This makes it easier for people to remember who you are.

For the handle, you want to avoid numbers, special characters or anything hard to remember and type.

Go with @PersonalFinanceTips, not @PersonalFinanceTips90, not @Per\$nalFinanceTips. If @PersonalFinanceTips is not available, think up a different name.

Do not add numbers or special characters to it. **It's far easier to go with something good from the get-go than to be stuck with a terrible handle.**

If you already have some sort of blog or website that you're trying to promote, I recommend using the same name.

I run lifemathmoney.com. My twitter name is LifeMathMoney and my handle is @LifeMathMoney.

It's ubiquitous to my online presence i.e. if you see me on one platform, you can easily find me on others.

Should I use my own name/a human name?

No. Unless you're already some sort of well-known public figure, I don't recommend it at all.

Here's what happens when you use a human name:

- Person sees your tweet and likes it.
- person sees your profile and he assumes you're some random person who had a random viral tweet.
- He keeps scrolling down.

He does not know that there is more content similar to what he saw on your account. He does not immediately know that there's more where that tweet he liked came from. And he is much less likely to click your profile to see if you make more content like that tweet or not.

This busy internet user keeps scrolling after liking or perhaps even retweeting your tweet. **He does not follow you because you haven't implied that he should!**

What if I want to build a personal brand?

I would still recommend naming your account after your content. You can let your readers know your name via other mediums, such as your website or newsletter or by mentioning it in the header photo.

Profile Photo

For a profile photo, you want something that:

1. Communicates what your account is about

- If your account is about philosophy, use the picture of a philosopher.
- If your account is about fitness, your picture should show some muscle.
- If your account is about cars, use a nice eye-catching picture of a sports car.
- If your account is about coding, use a picture of code in some sexy green font or the logo for whatever language you're teaching or writing about.

You don't need to reinvent the wheel – many pictures have preexisting brand equity – use it. You can use well-known images to get yourself an audience first and then change it to something else if you want. Don't fall into the trap of "I want to build everything from scratch".

2. Attention grabbing and interesting

Do not use boring or "common" photos. For example, do not use a photo of yourself taking a selfie. Why? Because it makes your account look like another one of those millions of random accounts out there. ***You need to stand out from the crowd.***

Even if you write a great tweet that people like, they are not likely to click on your account to learn more if they think it's a random viral tweet from a random person. They need to know that there's more where that tweet came from.

3. Easily identifiable from a distance

This one is optional, but it helps you network well. It helps people spot you when they're quickly scrolling through their feed. It helps them spot you in their notifications when you like their tweets. People are more likely to remember you if your photo is identifiable quickly.

I've noticed that photos with a non-neutral color are easy to notice in a hurry. A white background works wonders.

Should I use my own photo/a photo of my face?

I don't recommend it for the same reasons I don't recommend using a human name for your account – it reduces the likelihood that people will assume that you're a random person and not even click your account.

You should also have privacy concerns. In my opinion, it's not worth being famous at all (especially internet famous) – but take your own call.

If you want to use your own photo, I recommend converting it to a cartoon. (Just Google "face to cartoon convertor" and you'll find numerous websites that'll do it for free or cheap.)

Here are some examples:



Notice that they are eye catchy and noticeable from a distance. And you are more likely to click them than if they had been regular photos of a person.

Header Photo

The header photo does not matter that much because by the time someone sees it, they are already at your account – so don't spend too much time thinking about it. You can use it to communicate more information about yourself – such as any books or products you're selling, or a regular photo of yourself if you're trying to build a personal brand.

If you're just starting out, don't think too much about it. Just throw in a header that is relevant to your content and move on. You can always change it up later.

Bio

Okay, a good photo and account name will get people to check you out. But that does not automatically mean that they will follow you. If you want them to follow you – you need a sales pitch. **Your bio is that sales pitch** – the idea you're selling is “you should follow my account”.

Here are some two tips you should keep in mind when crafting your bio:

- **Answer the question, “Here is why you should follow me” / “This is the kind of content I produce”:** This will tell people what you are about, prompting them to click “follow” if they're interested in that type of content.
- Do **NOT** talk about yourself in the bio. **Nobody gives a fuck about you.** Husband, mother, blogger, podcaster – nobody gives a fuck (unless you happen to produce content specifically about those topics).

People do not care about what you do or who you are, whether you are a mother, a father, a husband, a founder, a weightlifter or a monkey with a hammer.

They care about how you can help them. Use the bio to answer that question.

By the way, I also recommend staying away from #hashtags in your bio. It looks really spammy and unprofessional. (Remember that these are just guidelines – use them to create a good profile instead of stressing about making the “perfect” one. You can always change things up later.)

Let's take a look at some real profiles to help you get a better idea of what I'm talking about.

Profile Study 1: [@LifeMathMoney](#)



This is my twitter account. The name matches the handle and tells the user immediately that I talk about life, math, and money. I actually don't talk about math – it exists in the name for quality control. It's intentionally there because it deters low IQ people from following me. (Math? Yuck.)

Had I picked the name "LifeMindsetMoney" or "LifeHappinessMoney", I would have had far more followers than I currently do. So a minus point for that.

The profile photo is of Acharya Chanakya, a very recognizable philosophical figure to Indians (who happen to be a target audience because I am Indian and I wanted to produce Indian oriented content) – this has bought me a nice Indian following.

The header photo is just a simple stock photo with the logo of my website. There's a link to my newsletter on the profile to help me grow my email list.

The bio is very good. It tells people exactly what to expect: content on money and personal finance (Get Rich.), health and fitness (Get Fit.), and other intellectual content (Get Smarter.) – and it also adds the line, "Learn what the schools won't teach you." to enhance the message.

The bio also contains a link to my lifestyle program and helps me draw some sales.

The link to my website gives me traffic and lets people know that I exist on more platforms than just Twitter.

You can see that the profile is effective because for ~10,000 tweets I have ~120,000 followers. A ratio of 1:12 is very good. (Anything over 1:3 is good in my books.)

Rating: 9.5/10

Remarks: Could have picked a name that would have converted better. (Although there are pros to the current one.)

Profile Study 2: [@WallStPlayboys](#)



WALL STREET PLAYBOYS



Following

Wall Street Playboys

@WallStPlayboys

Efficiency: Get Rich Without Giving Up Your Life.

📍 New York City 🔗 wallstreetplayboys.com/efficiency/ 📅 Joined August 2012

10 Following 58.2K Followers

This is an account that talks about working in finance, wall street, personal finance, and life in general.

The account name is good and memorable. The header is good. The profile picture is attention grabbing and easily identifiable from a distance.

The bio is bad. It's just the title of their book and nothing more. It doesn't give that much information to the reader about the content. Minus 3 points for that alone.

Much of their followers come from their preexisting audience (blog readers). They have a very good tweets-to-followers ratio – but that could have been much better had they written a better bio.

Rating: 7/10

Remarks: Bio needs to be rewritten.

Profile Study 3: [@EdLatimore](#)

instagram.com/edlatimore/ | [edlatimore.com/books/](#)'. Location is 'Pittsburgh, Pa', website is '[edlatimore.com/newsletter](#)', and birth date is 'Born February 15'. It also shows 'Joined January 2012', '711 Following', and '98.6K Followers'."/>

Ed Latimore
21.3K Tweets

Ed Latimore
@EdLatimore Follows you

(13-1-1) Former Heavyweight boxer | B.A. Physics | Amazon Best-Selling Author | Speaker | [instagram.com/edlatimore/](#) | [edlatimore.com/books/](#)

📍 Pittsburgh, Pa 🌐 [edlatimore.com/newsletter](#) 🎂 Born February 15
📅 Joined January 2012

711 Following 98.6K Followers

Ed Latimore is a personal brand, and a very pleasant and professional person to communicate with. Ed writes about mindset, sobriety, and general lifestyle related stuff. However, by reading the profile, you wouldn't know that at all. In fact, if you did not see his follower count and had never heard of him before, you'd assume that he's just another random account.

Let's dissect his bio:

Former Heavyweight boxer -> Nobody cares (people only care about themselves and what you can offer them). This would be interesting if he was writing about boxing.

B.A. Physics -> Nobody cares. This is relevant only if he's talking about Physics.

Amazon Best-Selling Author -> Okay. Tells me that he has a popular book I can buy. This is fine.

Speaker -> Nobody cares unless you're talking about public speaking.

A link to his Instagram page and books is good. Helps his audience find him in other places.

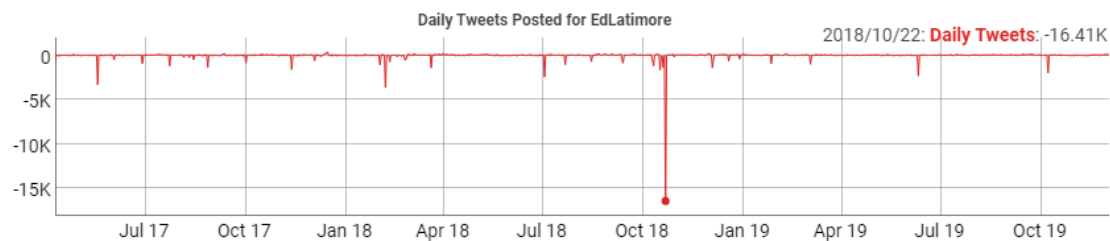
The profile picture does not stand out, and his bio gives no information about his

content.

The header image is good – it tells us about his background and has a photo of him (good for a personal brand).

His current tweet count is 20.3K, but I know for a fact that he's deleted at least 50K tweets over the years.

You can go on websites like socialblade.com and check this for yourself.



Data since June 2017. He's been writing since January 2012.

His tweets-to-followers ratio is an abysmal 1:1.2 – *terrible*.

The only reason he has a lot of followers is because his content is very good and he tweets frequently.

Rating: 3.5/10

Remarks:

1. All the content in the existing bio should be moved to the header.
2. The bio needs to be rewritten to tell people who know nothing about him what he writes about.
3. The profile photo needs to be made catchier. Right now, he seems like another random account in the hundreds of millions.

Profile Study 4: [@Rich_Cooper](#)

← **Richard Cooper**
17.5K Tweets



⋮ ✉ 🔔 **Following**

Richard Cooper
@Rich_Cooper

I help men with the cold hard truth about money, life, entrepreneurship & women.
-
Sub my YouTube channel: bit.ly/1qlfLhK
-
Join the 1%: bit.ly/2VZrHvy

📍 Toronto, Ontario, Canada 🔗 youtube.com/entrepreneursi...
📅 Joined June 2009

23 Following 33.6K Followers

The profile pic is catchy, the header image is nice and communicates his personality.

The bio tells you exactly what he talks about. There are links to his other platform and to one of his products, which is great. However, the formatting of his bio is not very good and he uses bit.ly links which makes everything look spammy.

Note: Don't leave lines in your bio. It does not show up well on the mobile apps. Instead, use | to separate things.

The tweets-to-followers ratio is not very good (but I think that's because his bio change is fairly recent and he's been tweeting since 2009).

Rating: 8/10

Remarks: Fix the bio formatting and get rid of the bit.ly links.

Profile Study 5: [@Wealth_Theory](#)



This profile is brilliant.

The name is interesting and tells you the account has something to do with wealth.

The profile photo is interesting and the man in the suit signals wealth.

The header photo is also interesting because it communicates a travel / financially free lifestyle that almost every young person today longs for.

The bio is also clear and succinct and tells you about the content the account produces. It also gives you a bit of background about the person running the account – he's a self-made millionaire and he's young.

The account is only a year old and has over 80,000 followers and a remarkable tweets-to-followers ratio of 1:43.

Rating: 10/10.

Remarks: None. Well done.

Profile Study 6: [@Matt S Stephens](#)

← **Matt Stephens, CNS**
20.4K Tweets

Personal Trainer & Diet Coach - Bodybuilder - Writer

Matt Stephens
Personal Development | Optimized Health | Relationship Dynamics

Sign up for the email list to learn how to demand more out of your life
RealMattStephens.com

Matt Stephens, CNS
@Matt_S_Stephens Follows you

Online Coach | Personal Trainer & Nutritionist | Writer | Bodybuilder | IG:
[@Matt_S_Stephens](#) My newsletter is a life enhancement drug. #RollTide

📍 Birmingham, AL 🔗 realmattstephens.com/newsletter/ 📅 Joined June 2012

689 Following **17.3K** Followers

This is an interesting case because although his bio looks irrelevant – he actually writes about the things he mentions – nutrition, personal training, body building, etc. However, people who do not even know him do not care about whether he is an online coach, a personal trainer or a nutritionist.

A much better profile would be something like “I talk about how you can build a better physique, lose weight, and look your best self | Certified nutritionist and personal trainer”.

The location info should be changed to “Join my newsletter:” (to bring attention to the link right next to it).

The #RollTide bit is terrible and irrelevant and only makes him look unprofessional.

The profile photo is good – it signals muscle and strength (although a white background would have been easier to spot).

The “CNS” in the name either needs to be made a full form or be removed altogether. When you’re reaching a global audience, using local abbreviations is a bad idea.

The handle is also a little complicated, contains two underscores and an “S” that is not in the account name.

The header photo is great and tells me more about him.

You can see that his tweets-to-followers ratio is as bad as it gets – less than one.

Rating: 2.5/10.

Remarks:

1. Make the background of the photo white.
2. Rewrite the bio from scratch – give information about your content, not you.
3. Change location information. No one cares about where you live.

Profile Study 7: [@WellBuiltStyle](#)

**WellBuiltStyle**
48.7K Tweets

WELL BUILT STYLE
STAY FIT. LOOK SHARP.



**Following**

WellBuiltStyle
@WellBuiltStyle
A website dedicated to helping men around the world improve their style and fitness.
 [wellbuiltstyle.com](#)  Joined June 2013
83 Following **32K** Followers

The profile photo, account name, and bio are all great – I wouldn't change them.

The bad tweets-to-followers count is likely because their content is not too suitable for Twitter, and/or their tweets are not very good and/or they don't know how to promote their content properly (bad growth strategy).

(Remember that a good profile isn't everything – your content matters as well.)

Rating: 10/10 (According to our metrics for the profile.)

Remarks: None.

Profile Study 8: [@SJosephBurns](#)

Steve Burns
109.9K Tweets

There are two kinds of traders:
1. Those who are humble.
2. Those who are going to be humbled.
-Steve Burns

Steve Burns
@SJosephBurns Follows you

I tweet about trading, financial markets, and financial freedom. I also share what I find inspiring & motivating. I am a trader & the founder of [NewTraderU.com](#)

📍 Tennessee USA 🌐 [NewTraderU.com](#) 🎂 Born September 6
📅 Joined October 2010

196 Following **201.3K** Followers

This is a good profile.

The bio tells you exactly what the content is about – trading, financial market, financial freedom, and inspiring and motivating stuff.

There are links to his website, which is great (it signals that you're a serious account).

The location is also relevant in this case because it informs you that his content is related to the US market.

The header photo is relevant to the content.

The only things I would change are the profile photo, I'd make it something more catchy, and I would change the account name to "Steve Burns | Trading, Money, Financial Freedom" – giving his name and some info about the account.

Rating: 8/10

Remarks: Change photo and add more info to the account name.

Profile Study 9: [@CharlieBot](#)



Charlie Munger Bot
135 Tweets

The best thing a human being can do is to help another human being know more.
-Charlie Munger

Charlie Munger Bot
@CharlieBot

Mungerisms | Quotes by Charlie Munger from his talks, interviews, and books (Poor Charlie's Almanack and On Success)

📍 Fix Your Life in 90 Days: gumroad.com/a/628470899/vr...

📅 Joined July 2019

1 Following 8,179 Followers

Following

This is an automated account that publishes quotes by Charlie Munger.

I own and promote this account – we'll talk about how you can create your own bots later in this guide.

The name is recognizable – Charlie Munger is a popular figure, the bio tells you exactly what the account is and what it does, and there's a link to my program in the bio that makes me some money.

Overall, the profile is great – it's easily identifiable and tells people exactly what to expect.

Rating: 10/10

Remarks: None.

Profile Study 10: [@SpanishToMove](#)



I included this profile to show that twitter can be used to promote almost anything. Sure – some type of content is harder to promote than others, but it can be done.

The name and profile photo are both great.

Their bio tells you what the account is about and also does some SEO for Twitter's search function.

It covers "Learn Spanish", "Learn Spanish Online", "Study Spanish", and "Spanish Classes" – which are likely to be the popular queries for someone looking for this type of account.

(Note that this SEO does not matter to most accounts, especially those who follow the process I mention in the coming chapters – this account is an exceptional case.)

Rating: 10/10

Remarks: None.

Growing Your Account – Strategies That Don't Work

Okay, now that we have our profile set up, let's talk about growing your Twitter account.

Going from 0 to 5,000 is the hardest part of the journey – it takes the longest time, requires the most effort, and has the highest quit rate. If you follow the strategy outlined in the next chapter, I don't think it should take you longer than 4-6 months to get to 2,000 – a good basic starter audience.

Getting to 5,000 should take roughly 3-6 more months after that.

Social Media Compound Interest

While it may first seem that 4-6 months is a long time for just 2000 followers, social media is perhaps the best example of compound interest at play.

Here is the timeline for my own account growth (and I've seen many accounts take a similar growth curve):

Time	Follower Count
2 Weeks	35
2 Months	1,000
3 Months	2,000
6 Months	10,000
7 Months	12,500
11 Months	25,000
1 Year	33,900
14 Months	50,000
16 Months	75,000
17 Months	100,000
19 Months	125,000

While you may not grow just as quickly as I did, you will see your growth per month speed up as your account grows bigger and more people see and share your content.

1 becomes 2, 2 becomes 4, 4 becomes 8, 10000 becomes 20000 and so on.

This can be very slow at first – so don't have unreasonable expectations and don't get disheartened that things aren't moving at the rate you expect them to.

Before I get into telling you what strategies to follow, let's first discuss the growth strategies people try that *don't* work.

Things That Don't Work

1. Follow for follow

Here, you go around following thousands of people, some of whom will follow you back. Once you have a large following, you go and unfollow everyone. However, this doesn't work because the people who follow you simply because you followed them do not care about you or your content. They're not going to be reading you, they're not going to be replying back, they're not going to like or retweet, and they sure as hell aren't going to buy anything from you. In fact, I recommend following less than 100 people or 1% of your audience size, whichever is larger. This signals that you're a serious account who got his following with good content, not return follows.

2. Spamming hashtags

This involves adding a bunch of hashtags to every tweet you make, hoping someone will see it on the hashtag page.



This does work to a small extent where a few people may see your tweet because of the hashtags, but it makes the tweet itself look like trash. It might be a positive when you have no followers (<500) but beyond that it's a net negative because your audience will not be reading your tweets if they look like a half-lit board.

I recommend avoiding hashtags altogether.

3. Tweeting to thin air

This is the "if you make it, they will come" strategy, and they do not come. Here, you keep tweeting out whatever content you produce, and you wait to "get noticed" by the world.

Often, this leads to people creating thousands of tweets that no one reads – not because their content sucks, but because people do not know they exist.

4. Starting fights and creating drama

Here, people will try to start fights with popular influencers hoping to get a response. If they get a response, they can secure some followers for themselves off the attention.



Fuck what these 617s like:

[@WallStPlayboys](#)
[@edlatimore](#)
[@ofwudan](#)

And the others think

Fuck em, they are trying to ENSLAVE you mentally.

FUCK EM

1:32 AM · Nov 3, 2019 · [Twitter Web App](#)

1 Retweet 11 Likes

You keep tweeting at them hoping to get a response, or you may even reply to them with some accusation. If they reply back – yay, you’ve now gotten some attention and followers. However, the problem is – it doesn’t work well. You get blocked by people left and right and people who would otherwise be interested in working with you would no longer want to associate themselves with you.

This strategy is just short-term thinking on steroids.

5. Tagging larger accounts and hoping for retweets

Here, you post some content and tag a larger account hoping that they will like your tweets, retweet it, or reply to you. You can do this maybe once or twice before people start blocking or muting you. Remember, larger accounts are not stupid. They know what you are trying to do.



Anabolic Monkey @AnabolicMonkey · Nov 22

Employment is a gold digger girlfriend , except the fact that it rips you off the most valuable assets time and energy.

[@LifeMathMoney](#) [@fatehshernu](#) [@OfWudan](#) [@LivesTalisman](#)
[@AscendantPower](#) [@ellobosavaje](#)



2



They feel it is a very parasitic behavior for you to tag them on their posts – it only ruins your credibility and standing.

6. Tweeting a 100 times a day

This is an actual strategy that sometimes works, but it just requires far too much effort. You are far better off producing smaller amounts of high-quality content

rather than an unending sludge of random tweets. Besides, content creating is harder than it looks – and it's very easy to get burned out when you're tweeting *a hundred* times a day (that's basically a job!).

You will see, our strategy is far more reasonable – we'll only be tweeting a dozen or so times a day at best – but our tweets will be far more productive.

7. Paying for retweets

Here, you pay a large account money to retweet you. Not that it doesn't work – it's just heavy on your pocket. While I could make some money by telling you to pay me to RT you so your account can grow faster and quicker – I don't recommend spending any money on promotions such as these until your account has started making you money. Learning to grow from nothing is an important part of the journey that will teach you a lot about writing and even psychology. Don't try to skip the journey here.

Okay, with that out of the way, let's get to the point and discuss the strategy that we will use.

Strategy: From 0 to 5,000 Followers

At this stage, we are going to be tweeting about 15 - 20 times a day, some days a few more, and on some days a few less. However, only 3 - 5 tweets will be normal tweets. (Normal tweet means a tweet that is not a reply.) The rest of the tweets will be replies to other large accounts, preferably in the same space as you. These replies need to be high-quality tweets that add to the discussion, not spammy replies.



Take a look at this tweet. This was posted when my account was 13 days old. It clearly adds to the discussion – it expands on the original tweet that talks about reading. I recommend a good book.

@naval had almost half a million followers back then – some of whom saw my tweet, liked it, retweeted it, and even gave me a follow. In fact, this even led to Naval noticing me – he gave me a follow when my follower count was ~50. Being followed by him bought me many followers because it acted as *social proof*.

Let's look at some more tweets of this kind.



Here is me replying to the Dalai Lama – who has tens of millions of followers and produces some “life” related content just as I do. I added some content to the discussion and some of those millions of people noticed it – I got more eyeballs on my account, and the bio and profile picture led to some of those eyeballs becoming followers.



Here, I reply to another large account (I think @TellYourSonThis had about 15,000 followers at that time) – and we have a good overlap in what we talk about – and his audience appreciates what I have to add.



There are plenty of large accounts such as this one – find the ones that fit into the type of content you plan to produce. Even if they don't fit your content exactly, you can still use them occasionally to get some eyes on you. If your reply is very good, you might even be retweeted by the large account themselves!

You also want to retweet your own reply so your audience can see it i.e. leave a reply, and then retweet your reply. This way, you also produce content for your audience, as well as get more followers from other people's.

Remember to not spam a few people too much, lest you get blocked for being a parasite. You can also do some quote tweets if you like – they are similar to normal tweets in their potential to bring you new followers.

By the way – Twitter is a fast-moving place. A tweet becomes as good as dead after 24 hours. You want to be as quick as possible with your reply when you're replying to someone with millions of followers – ideally set up the notification bell and reply within minutes.

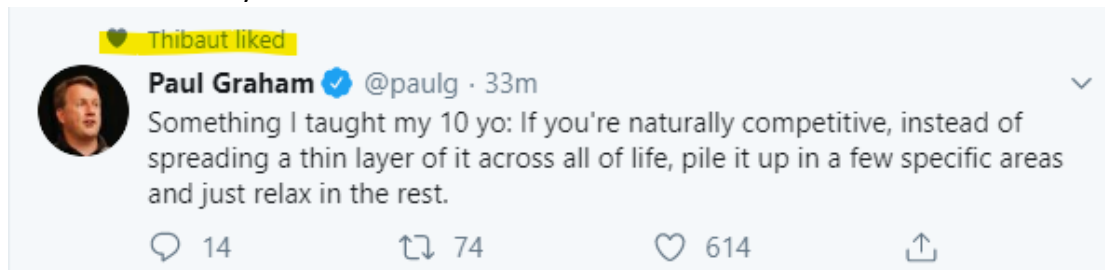
We won't be using any automation tools at this stage, largely because when you are this small – you need to be on the platform, tweeting and interacting with people. You need to create your place on the platform, and you need to be there yourself. I recommend checking Twitter every two hours or so for new tweets to reply to.

Strategy: 0 – 5,000 Followers	
Tweets per day	15-20
Normal Tweets	3-5
Replies	10-15
Automation	None

Strategy: From 5,000 to 10,000 Followers

Now that we are at 5000, we have a pretty good audience base set up. It means we can take it easy with the checking Twitter every 2 hours to reply to people thing and focus on creating more content for our existing followers. We will still be doing replies, but only 5-6 a day instead of 10-15. (Replies are a great way to get new eyes to your content, no matter how large your account is.)

We will increase our normal tweet count from about 3-5 to more along the lines of 7-10 per day. This is because we already have an inbuilt audience who will read our content, and like and retweet it and bring us more followers. Remember, even a like can bring you more followers too because sometimes Twitter will show the liker's followers that they have liked X tweet...



...and that will bring you more eyes.

Don't forget to retweet your tweets

Remember, when you make a tweet, Twitter only shows that tweet to a small section of your followers – not your entire audience. You should retweet your tweets up to 2-3 times in the week you post them so they can get more exposure and impressions.

Personally, I retweet the tweets I post in the day at night, and I retweet the tweets that were posted in the night (by automation software as I slept) during the day.

Do not be shy – you may feel that your audience may get annoyed seeing the same tweet again and again, but I assure you, they do not. In fact, for most of them, they'll only be seeing it once or twice.

The biggest change that we'll bring in our 5000-10000 strategy is that we'll add in automation. Instead of posting all of our tweets manually, we'll be using software to post some tweets for us.

There are many automation software available in the market, and they all cost a small monthly fee to run. Tweetdeck (tweetdeck.twitter.com) is free – however, it is

very feature limited. You are likely generating some money from your Twitter account by now, so I recommend paying for a full feature automation software – they can be worth their weight in gold.

We will be using software to post tweets in the time we sleep i.e. we will be using software so our tweets can target audiences on the other side of the world, who are awake when we are asleep. You want to do at least 2-3 tweets in your “sleep” to get more traction with that side of the world. You can even do threads in this range – threads can go popular and bring you a lot of followers.

Threads were not a good idea when you were lower than 5k because there was a much lower chance of it becoming popular (as there was no built-in audience to promote it) – but you have that audience now.

I recommend logging in and checking Twitter every 3-4 hours at least.

Strategy: 5,000 – 10,000 Followers	
Tweets per day	~15
Normal Tweets	7-10
Replies	5-6
Automation	2-3 Tweets when you sleep. Feel free to schedule your normal tweets as well.

Strategy: From 10,000 Followers and Beyond

You should find yourself at 10,000 within 18 months at max, and it's likely that you'll get there by the 12-month mark if you follow the strategy we outlined before (assuming your content is not too niche).

At this point, we are large enough to grow completely organically; in other words, we can lay off the replying game at this point. Simply create 5 – 10 normal tweets a day, most of which you can automate. I typically post 3-4 automated tweets each day containing new content and 1-2 tweets manually. When I'm busy, I don't even do the manual tweets; it's all automated. The automated tweets are evenly spaced out through the day allowing me to target a global audience.

You could do more replies to boost growth, but frankly, it's quite unnecessary – you've already completed the hard part – you've created a self-sustaining audience. Now you can sit back, automate everything, and watch your account grow.

When you do get to 10K, send me an email or a DM on Twitter! It's always good to hear success stories.

Strategy: 10,000+ Followers	
Tweets per day	3-10
Normal Tweets	3-10
Replies	Not required
Automation	80-100% of tweets

Creating Better Tweets

Get More Engagement Per Tweet

After creating a large number of tweets, many of which did not perform despite the content quality being great, I've figured out a few presentation tricks that help the tweet get more engagement and more retweets.

1. Break the tweet up into separate lines:

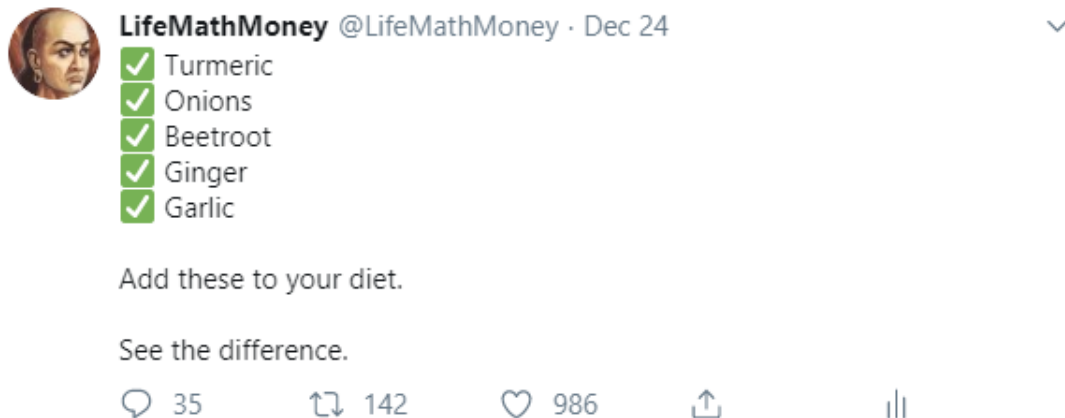
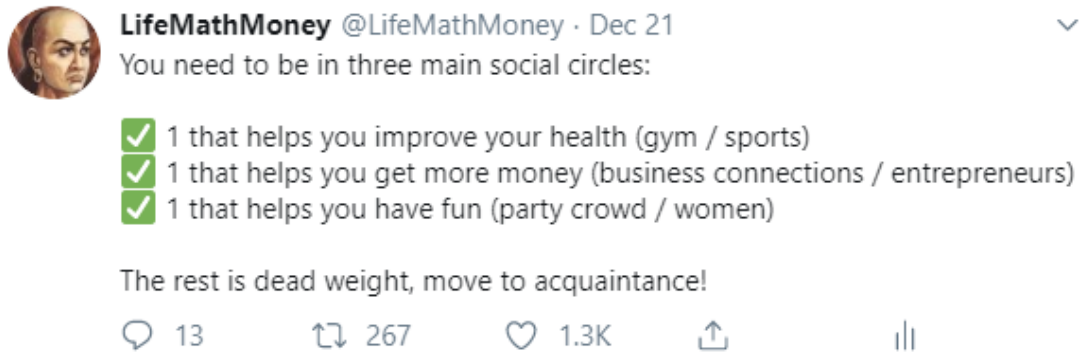


Compare these two tweets: Which one is easier to read? Which one takes more space on the screen? Which one are you more likely to spot when you rapidly scroll your screen on your phone?

Remember, people are not on Twitter particularly to read your content. They are there often because they are bored and need to fiddle with something for a few minutes. They rapidly scroll the timeline and do not want to expend effort to read paragraphs.

It is your job as a writer to make it as easy as possible for people to consume your content. Don't make it a paragraph, space your content out, make it easy to consume, and get directly to the point. Remember, people do not read Twitter as they read book. They lazily skim tweets until they see something easy to read and they read just that. Make sure your content does not require too much focus / effort on the part of the reader.

2. Use lists and green checkmarks:



The idea is the same as before – make the content easier to read and easier to spot for someone who is quickly scrolling the timeline.

The green checkmark makes your content very easy to see among a sludge of text-only posts. It also makes it more likely for people to press the like button for whatever reason.

Don't overdo it though – some people find this trick and keep doing it over and over again, making all of their posts look very spammy.

You can also use emojis to draw attention to the central point of your tweet. For example, take a look at this tweet:



LifeMathMoney
@LifeMathMoney



Replying to [@RationalMale](#) and [@CNN](#)

If women have the right to abort without the man's consent bcz the baby = "woman's body", by the same logic

✓ Men shouldn't be forced to pay child support

How did a child become an obligation of the man when all rights belonged to the woman?

Child support is feminist hypocrisy

10:59 AM · Jul 29, 2018 · [Twitter for Android](#)

||| [View Tweet activity](#)

20 Retweets **198** Likes

Whether you agree with me or not, take a look at the tweet structure: well formatted, easy to read, catches the eye with the green checkmark, and is a reply to two large accounts @RationalMale and @CNN.

Needless to say, I was able to gain more followers with this tweet..

3. Use negativity to your advantage:

For whatever reason, people are drawn to negativity. When I say negativity, I don't mean extreme negatives like "I hope you get cancer and die"; I mean where you point out the negative perspective of things.

Take a look at this tweet, for example:



You:

- ✓ Eats sugar
- ✓ Eats vegetable oil
- ✓ Eats processed "food"
- ✓ Watches porn and masturbates all day
- ✓ Nutrient deficiency
- ✓ No exercise
- ✓ Sits all day

Also you:

- ➔ Why do I lack energy?
- ➔ Why is my mind so foggy all the time?
- ➔ Why am I so tired all the time?

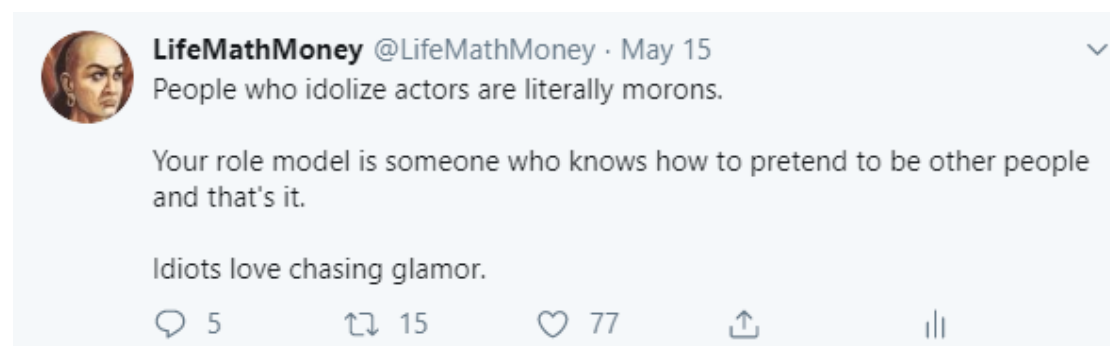
10:00 PM · Jul 9, 2019 · [Buffer](#)

View Tweet activity

104 Retweets 660 Likes

This is a classic “you/also you” style tweet that I frequently do. I could frame it from a positive perspective, “If you want more energy and alertness...” but that won’t bring me nearly as much engagement.

A tweet from a negative perspective, on the other hand, gets people to click. It just engages the limbic system more.



Here’s another simple truth, stated from a negative lens.

Of course, don’t go around being negative in every post you make. But know that you can use it to boost engagement every once in a while.

There are a few other things you can do that increase engagement in my experience:

- Tweet frequently. At least a few times a day. This keeps the momentum going. The Twitter algorithm loves consistency.
- Throw in an image tweet occasionally, but don't spam images. Images get more clicks, but fewer retweets.
- Interact with other accounts in your space – boost them, and they'll often return the favor.

As you spend time on Twitter, you will figure out what type of writing works for your particular type of content – don't stress it, just go and try new things.

Let's move on to the next section: making money from Twitter.

Monetization

There are many ways you can make money on Twitter. You can sell your own products, you can sell other people's products, you can take in donations, you can run collaborative advertisements for companies, etc.

Before we get into the details, let me answer a few questions you might have about monetization:

What do I need to start monetizing my Twitter account?

A product that your audience is interested in, a PayPal account (useful in most cases) and a bank account.

How many followers do you recommend I start monetizing at?

I would say anywhere between 2,000 to 5,000 makes a good starting point. The more, the merrier, but you can start to see some money at 2,000 followers.

Does making money off of my Twitter account make me a sellout?

Only if you sell scummy products hoping to make a quick buck. There's nothing wrong with selling – just make sure what you're selling is useful to the buyer and that you've tried and tested what you're selling.

Personally, I only affiliate market products I personally like and use.

Remember, there are ethical and unethical ways to go about just anything.

Affiliate Marketing

Here, you simply sell someone else's product and take a % of the sale as your commission. This is the most noob friendly way to make money, as you do not have to create a product or provide a service or even create a landing page – you just need to market the product to your audience.

Start with all the products and services that you already use – which of them could be relevant to your audience? For example, if you're a fitness related account – your audience is probably interested in whey protein, supplements, fitness equipment, or even training guides.

Go the website of that company and do a search for "affiliate" and find their affiliate page. Register for their program and get your tracking link. Then let your followers on Twitter know that they can get this product from your link. In fact, if you've never signed up for an affiliate program before, go to <https://lifemathmoney.com/affiliate-program/> and sign up to mine.

We do 75% commissions on the sale of any of our products. Even people with small audiences can make an extra \$20-\$100 a month by recommending our products – while those with larger audiences make much more than that.

Even if you don't plan on selling any LMM products, I still recommend signing up just so you become familiar with the process – you need to learn the ropes and could use the practice.

Amazon Associates

Amazon Associates is Amazon's affiliate program – I recommend signing up for it because a large number of products are available only via amazon. The only problem is that their commission rates are too low, often around 5% - but fret not, something is better than nothing. Think of it as additional income, not your main affiliate income.

Amazon needs you to sign up individually for different locations. Go to analytics.twitter.com and see where your audience is located in. Then sign up for the top 2-3 locations of those.

Remember that Amazon needs you to disclose that you're an affiliate when you put up links – so don't forget to do that.



LifeMathMoney @LifeMathMoney · Oct 11

I'm listening to this one right now (recommended!):

No More Mr. Nice Guy

Affiliate links:

USA: amzn.to/2pcCDJR

India: amzn.to/33sbwJL

UK: amzn.to/2oyBzjx

Australia: Just kidding, we all know Australia doesn't exist. 😂

Affiliate links need to be retweeted 2-3 times to reach most of your audience – and make sure you retweet it at different times of the day so people in different time zones are targeted.

One other thing you need to make sure is that you are selling products that are relevant to your audience. This is not to say that you won't make money by selling irrelevant products, it's just that you won't make *much*.



LifeMathMoney @LifeMathMoney · Jul 21
Get yourself a **VPN** folks.

Your government, ISP, coffee house can and are spying on you.

This doesn't even include big tech mining the shit out of your browsing habits to bombard with you with advertisements.

Is your privacy worth \$3/month to you?

privateinternetaccess.com/pages/browse-a...



7



6



74



The first product I affiliate marketed was a VPN service. My audience was there for my content on mindset, money, fitness, etc. – not for internet privacy or even tech related content. Resultingly, even with almost 5000 followers, I was only making \$30-\$150 a month in commissions (the sales tweet was the pinned tweet). It was not that the product was bad or not useful; it was just that the audience were not interested in the product.

If you sell makeup products to a male audience, you'll make some money, as some men may buy them for their wives and girlfriends, but you won't be making nearly what you would have made if you were selling men related products such as shaving creams and razors. This has nothing to do with you or the product, but everything to do with the *utility of the product to your audience*.

Selling Your Own Products

The real money is in selling your own products. This could be anything from:

- An e-book
- Some kind of guide
- A video seminar
- Clothing and T-shirts, etc. where the order is fulfilled using third parties
- Physical products that you ship yourself
- Memberships and exclusive content
- Etc.

For digital products, I highly recommend using either [Gumroad](#) or [E-junkie](#). I personally use Gumroad because it's a much easier platform to use and they handle all the payment processing for you. There are many other platforms like these that you can use – but as far as I know, these two are by far the cheapest.

When you sell your own products, make sure you create some sort of affiliate program for your audience as well – this gives them affiliate opportunities and helps you scale your income. Both Gumroad and E-junkie can handle affiliate programs for you. Note that E-junkie involves manual affiliate payments that you'd need to do, while Gumroad splits payments and sends the money automatically. (i.e. unless you have a specific reason to not use Gumroad, go with Gumroad.)

For your own products – leave the link in the pinned tweet and bio so everyone in your audience can see it.



Pinned tweet advertising Live Intentionally – My flagship program. An occasional discount can help you pull in a lot of sales.



The link in the bio. Nice and visible.

Selling Services

What is something your audience can pay you for that you can do for them? Usually, this is some form of consulting related to your area of expertise. Fitness related accounts can consult with people regarding weight loss and strength training, the “get women” related accounts can provide consulting regarding Tinder profiles and short-term relationships, etc.

If you are a designer or something of the sort, you can use Twitter to bring you more deals and showcase your work. Basically, you show your expertise with your free tweets, and leave people the option to pay you for specific work/advice tailored to their situation.

Make sure you keep your DMs open and in your bio mention ‘DM for consulting’ or something so people know you are available.



You can charge whatever price you feel is fair – but make sure you consider that selling time is not a scalable business. And you will be spending quite a bit of time coordinating your consulting clients.

Donations

Here is where you set up a Patreon account or put your PayPal link up on your profile or tweet it out and rely on people’s goodwill to support your work. I don’t recommend accepting donations, by the way. It makes you look bad and it doesn’t make a lot of money. Remember – people are not on Twitter to spend money. They may buy something from you, but it is much less likely that they will just give you their money as a donation.

Very few people donate anything, and it’s not worth the time and reputation to ask for donations. I don’t think this is a good monetization model and I don’t recommend it.

Selling Retweets

Once you are a bigger account, you can consider selling retweets to help other accounts grow. I've never done it, but it's a fairly obvious and easy business that a lot of people are in.

Recommended Roadmap: Monetization

- Don't do any monetization till you reach 2000 followers. There's just not a lot of money to be made until that point and you don't want to annoy whatever small audience you have.
- Once you are at 2-5k, start selling some affiliate products. It could be anything that is relevant to your audience. Learn what works best for your content type – hard sell tweets, a link under a thread, a link to your website article, etc. This will teach you copywriting, as you will get a lot of feedback per tweet.
- Don't overdo the sales tweets. Only post a product related tweet after 7-10 normal tweets. This way, you do not annoy your audience with excessive promotion.
- Retweet your marketing tweets at different times and make the tweets at different times. You don't want to do all the product tweets around the same time of day because then only one time-zone of people see it. You want to mix it up – if you tweeted once in the morning, retweet it again in the night. This way, most people only see your marketing tweet once, and most of your audience gets to see it.
- As you gain some experience with selling and make a few bucks for yourself, start working on a product. **Create something – anything.**
The first product I sold was a pdf compilation of my newsletters and I sold it for \$4.99 – it didn't make me a lot of money, but it did help me test the market.
- I think you should create your first product as early as you can (after getting some affiliate marketing experience), instead of waiting for 10k or X followers. It doesn't have to be a big product or an expensive product – just something that you can sell to people who want to buy from you.
- If you wish to sell consulting, I think you should leave it on the profile from the very beginning. Let people know the service is available.
- Also – for any product you create and sell, leave a link in the pinned tweet!

How to Avoid Getting Banned

If you're serious about creating and making money from social media, it's incredibly important to not get banned from Twitter. There's no point putting months and years building something to have it taken away from you in an instant. You run that risk to some extent because Twitter is known to ban accounts with no reasons cited, but it is your responsibility to minimize that risk as much as you can.

READ THE TWITTER RULES!

<https://help.twitter.com/en/rules-and-policies/twitter-rules>

For some reason, a lot of people who run Twitter accounts haven't read the rules. As a result, many of them create tweets that are in violation of the rules and get banned for it – an easily preventable loss if you had taken half an hour to read the rules of the platform you're building a business on.

The rules keep changing, so I won't reproduce them here, but here are the common things I've seen people get banned for:

1. Making threats, even in a friendly way. You can't say "I'll kill you" or threaten to attack someone. This applies to both individuals and groups.
2. Condoning or encouraging violence and genocides. You cannot say "It's a good thing X *people* died". From the policy:

We define glorification to include praising, celebrating, or condoning statements, such as "I'm glad this happened", "This person is my hero", "I wish more people did things like this", or "I hope this inspires others to act".

3. Sharing other people's private information or threatening to share other people's private information.
4. Tweets wishing for harm upon someone, for example: "I hope you get cancer", "I hope you get run over by a car", "If this group of protesters don't shut up, they deserve to be shot", etc.
5. Encouraging people to harass someone. (Calling the social media mob on someone.)
6. Replying to someone (including quote tweets) with sexual insults – such as asking someone to "suck my dick" or calling someone a "cunt".

My recommendation to avoid getting banned is desisting from having negative interactions with individuals. If you don't like someone, just block them.

No point interacting with a 5-follower account only to risk your 5000-follower account. Negative people are not worth the time anyway.

A Guide to Networking

If you've ever been in any business before, you'd know the importance of networking with other people in the same industry.

The same applies to this one – as you seriously grow your account and spend more time on Twitter, you will grow a soft network with other people in the space.

This will happen naturally as you reply to other people's tweets. They will notice it. They will sometimes like and retweet it, they will interact with you, they will follow you back, etc.

If it happens enough, you will eventually start interacting with people via DMs – just send them a "hi" and introduce yourself.

Do not ask for favors or a follow back or retweets – it only makes you look parasitic.

And stay in your league – if you have 2,000 followers, you are not going to get interactions with someone who has 50,000 – you are just too small for him.

However, someone with 4,000 followers will be happy to interact with you – so interact with them. Build some friendships and alliances, and don't overshoot too much. You will grow together, just like how real life alliances work.

I'd draw the upper limit at 10x your own follower count. So if you have 20k followers, you can try to interact with someone who has 200k, but you will have more success with people in the 0-50k bracket.

It's just how it is – people who are big on twitter understand the game and they will not entertain you if you're too small for them to get any followers by interacting with you on a consistent basis.

That's all there is to networking online – get noticed by your content quality, talk to people in your "size range", help each other out, and don't be parasitic – just how it works in real life.

Creating Completely Passive Accounts

This is a side business idea that you can start once you get some followers on your main twitter account. I recommend getting into it once you hit 10k (before that you'll be too busy growing your main account).

You need to find a book, person or something that people are interested in, and you need to take up quotes from the book and fill up your queue with it. I recommend at least 500-1000 tweets and the bot should tweet 3-4 each day. I recommend using a software called **SmarterQueue** for this. It's what I use for my bots. It can post your quotes in a loop and gives you the ability to sort tweets into categories.

Once you have the content set up in the schedule – make the account go live and just retweet the tweets from your main account to give the new one some exposure. If the book or person is popular and interesting enough, you'll find that people will follow your new account.

Throw in some affiliate and product tweets among the normal mix of tweets, and you've got yourself a nice side business going on! It's a major win-win because people get new information and content and you make some extra cash.

Let me show you an example:



Go and study the bot's posting pattern.

It sends about 8-9 normal tweets, followed by a product tweet. I made it once, and now it brings me money in sales and commissions every single month for doing nothing.

Purely passive once it's set up, I retweeted it a few times to get the follow count up to 5000, and then it's grown on its own for the most part.

I also created bookofpook.com – I link the long form chapters as tweets and get some extra visitors from Google. At this size, this bot makes me around \$400 a month, in pure passive income. It has 844 tweets set up, out of which 770 are quotes, 71 are article links, and 3 of them are product links. I'll be adding more products to the mix soon – including links to this guide! (Can you see how everything feeds into each other?)

Many such bots already exist, so make sure you start something new. This space is almost entirely unexplored, so no point competing with other people.

Do new things, create new content, add value to people, make some money, and more importantly – have fun – if you're not having fun, you're doing the social media business wrong (it's very easy to get burnt out).

I hope this guide gives you a good overview of everything – remember, you'll figure out the details as you grow your accounts – it's all a learning process. Trust yourself and start today!

With love and best wishes,
Harsh Strongman

Appendix A: What do I tweet about?

What topics should I pick?

You could be tweeting about general lifestyle topics such as mindset, personal finance, diet, nutrition, fasting, exercise, health, etc.

You could be tweeting about professional or work-related topics, such as workplace management, automation, HR, entrepreneurship, copywriting, creating sales pages, B2B content, etc.

You could be tweeting about relationships, women, men, intergender dynamics, marriage, etc.

You could be tweeting about history, politics, culture, etc.

You could be tweeting about having better sex, books and summaries or whatever else.

Hell, you could just be some chick selling lewd images -

My main advice to you is to not niche yourself down too much. If you start talking about something very specific, say learning Chinese for Swahili speakers, the number of people looking for that information is too small for anything to ever be viable.

Keep your main topics general and broad and **talk about things you already know**. So, if you're talking about copywriting and you've never even sold anything before, you won't find much interest because your content wouldn't be unique or interesting. You'd only be copying other people and **it's very hard to grow when you're the same as everyone else**. There's no point faking expertise – you **WILL** grow tired of it.

If you are still learning, show your growth. People like honesty and if you can honestly show them that you are trying, they will be interested in you. However, if you claim to be a “10-figure copywriter” and then copy and paste tweets from other people, you can't really expect much from it, can you?

So give your own unique perspective on what you already know, and if you don't know anything, learn and write about your journey.

DO NOT copy and paste (or reword) other people's content.

Be original, and do not be ultra-niched, and you'll do just fine!