

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

Sold to
tsloan81+lifemathmoney@gmail.com



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Module 1: 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 and a business for themselves. I see them doing various things to get people's attention, including buying retweets, creating ridiculously dogmatic and polarizing tweets, joining engagement groups, 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 two hundred thousand followers in 2 years (and many other accounts to over 50,000 followers in half of that time) – I've tried and experimented with various strategies to grow my account. Over time and tens of thousands of tweets, I've figured out what works well, what only kind of works, and what doesn't work.

The Art of Twitter: A Guide to Building a Twitter-Based Business

In this guide, I will be sharing the working strategy with you and giving you various tips to help you start, grow, and manage your new business.

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

Who Am I?

My name is Harsh Strongman. I'm a Chartered Accountant and I have a self-taught education in computer science. I'm an entrepreneur and I run two completely online businesses, one which you might be familiar with as [Life Math Money](#).

Life Math Money is the #1 self-improvement website for men, aimed at helping men get rich, fit, and smarter.

When I started LMM, I wrote a few articles, and “waited for them to come.” But the readers didn't come, and I had to figure out a way to get people to read my website.

I hadn't used any social media in years (I deleted my personal Facebook account back in February, 2015. LMM started in May, 2018), but I had seen other writers use Twitter to get readers successfully. So, I started a [Twitter Account for Life Math Money](#), and boy, it has been a wild ride.

It took me a long time of trial and error, but I managed to figure out how to best make Twitter work for me.

Currently, I have over 200,000 followers.

My twitter account makes me over \$10,000 a month.



Sales for November, 2020. Some months are higher than others, but \$10k is a good floor. Something would have to be very seriously wrong for me to make less than that.

In short, I know what I'm talking about and I'm going to show you everything I know about growing and making money with Twitter.

Just a heads-up: Online is a fast-moving place. This guide is updated regularly (every few months) to capture new information and knowledge I acquire with time. Of course, updates are available to all buyers for free.

If you bought the guide a while ago and it's been sitting on your PC for months, make sure you download it again from Gumroad so you get the latest version with all the updates.

You can do so using the link in your email receipt or by creating a Gumroad account using the purchase email id.

The Objectives

The objectives of this guide are simple:

- 1) To help you create and grow a twitter account from 0 followers to 10,000 followers and beyond
- 2) To teach you how to monetize your account and try and get to \$100/day in income in about 1 year
- 3) To teach you to create, grow, and monetize completely automatic twitter accounts (passive income)¹
- 4) To show you how to grow beyond twitter (newsletters, Instagram, Facebook, etc.)²

Let's begin.

¹ Covered in bonus module A.

² Covered in bonus module B.

Module 2: Picking a Niche

Before we proceed with fleshing out the details and getting right down to business, take a moment and pen down what you plan to be writing about.

Below are some basic things every content entrepreneur needs to ask, 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.

Pull out a pen and paper and answer the following questions:

- **What is my content about?**

Jot down broadly what you plan to be writing about. (If you need some ideas, see the next chapter – but make sure you come back and answer the questions here.)

- **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 predominantly young 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 smart 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 and will purchase every product you put out.

- **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.

Otherwise, you will just be one of those people who read a guide but never took any action.

Give Me Some Ideas. What Topics Should I Pick and How?

As the general structure of the guide, we will first start with what not to do.

You do not want to pick something you know nothing about and have no experience in.

For example:

1. If you are 18 years old, you shouldn't be writing about personal development, because you don't have any life experience yet.
2. If you are not a parent, you should not start an account about childcare advice.
3. If you are not married, do not start an account related to helping married people.
4. If you are broke, do not make an account about making money and getting wealthy.
5. If you do not lift, do not make a fitness account.
6. If you haven't been a trader for a while, do not start a stock trading account.

You get the point. Essentially, you need to know and have experience with the subject matter before you start teaching it to other people and, of course, *selling it to other people*.

If you are trying to market and sell people information on topics you know nothing about, you are a fraud and your account is unlikely to succeed.

All the techniques in the book matter only if your content quality is actually good and adds some value to the discussion.

Secondly, you do not want to pick a topic that is *too niche* and not applicable to a general social media audience.

For example:

1. Do not start an account about industrial machine design. While it is very valuable to society, people on Twitter do not care about it.
2. Do not start an account about learning Chinese for Spanish speakers. This topic is too niche and unsuitable for a general audience. This might make a good niche website, but it won't make a good Twitter account.

Ideally, you should pick **something that you know about** and that is **useful to the general human being/internet user**.

Here are some good, general interest topics to pick from:

- Self-Development, Mindset, and Motivation
- Nutrition and Diet (including subtopics like interment fasting, weight loss, vegetarian diets, carnivore diets, etc.)
- Health and Fitness
- Productivity and Habits
- Nootropics and Supplements
- Personal Finance, Budgeting, and Financial Independence

- Wealth Creation, Investing, Financial Growth
- Stock Market Trading
- Cryptocurrencies
- Business Development, Entrepreneurship, Automation
- E-commerce (including affiliate marketing, dropshipping, niche sites, copywriting, sales, personal branding, email marketing, etc.)
- Relationships and Dating advice
- Pick Up Artistry, Tinder and Online Dating Advice
- History and Culture
- Psychology and Rationality
- Politics
- Knowledge from Books and Religious Texts
- Sex and Seduction Advice
- Hell, you could even be a girl selling lewd and nude images.

The idea is simple and bears repeating: Pick **something that you know about** and that is **useful (or interesting) to the general human being/internet user.**

What if I'm not an expert on any of these topics?

That's fine. You can learn. And as you learn, show people your growth.

For example, if you pick the topic of "History and Culture" – share all the interesting things you come across as you learn more about your chosen topic.

People love honesty and those who try, so if you can honestly show them that you are trying, they will be interested in you.

However, no one likes it when you claim to be an expert and create thin content. People are not dumb – so don't try to fool them. Be honest and do not fake expertise. Not only will you grow tired of it, but also people won't trust you to buy anything from you.

And for heaven's sake, do not copy and paste other people's content or reword them. If you find yourself looking up and reading other people's tweets to come up with "ideas," it's a sign that you do not know enough about the topic you are trying to teach and should brush up on the fundamentals.

Now, go to the previous chapter and answer all the questions we talked about. Do not proceed further with the guide till you have done so.

Module 3: Setting Yourself Up Part 1: Account Handle, Name, and Profile Picture

In this section, we will cover everything about how you acquire a follower and how you should set your account up to maximize follower growth.

The more followers you have, the more money you will make, and the faster your account will grow (it's compound interest).

I'll cover everything except the account bio in this module (the bio is important enough to deserve its own module, as you shall see later).

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 us look at how you gain a typical follower.

The Math from Impressions to Follower Count

1. A prospective follower 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 them your bio. Don't worry about the sales links for now – that's covered in another module.

2. The prospective follower is now looking at 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.

Some people may go through a few tweets of yours before giving you a follow, but in general, your follower growth will follow this multiplicative formula:

	No. of people who saw your tweet (impressions)
x	% of people who read and liked your tweet
x	% of people who found your name, handle, and photo intriguing enough to check your account out
x	% of people who found your bio and latest tweets relevant

Let's start with picking the right account handle and name.

Name and Handle

Your name and handle are the first things people will see about your account, so **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 ideally be congruent to the name. This makes it easier for people to remember who you are, but it's not absolutely necessary.

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

Go with @PersonalFinanceTips, not @PersonalFinanceTips90 or @Per\$nalFinanceTips.

If @PersonalFinanceTips is not available, think up a different handle. Do **not** add numbers or special characters to it. This is highlighted twice because I see many people making this mistake even after reading the guide.

It is 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 are trying to promote, I recommend using the same name.

I run lifemathmoney.com. My twitter name is LifeMathMoney and my handle is @LifeMathMoney. It is ubiquitous to my online presence, i.e., if you see me on one platform, it is fairly easy for you to find me on others.

I Want to Start a Personal Brand. Should I Still Use a Content-Based Name and Handle?

For the handle: Yes.

“But but but ...” – Shut up. I don’t care what you’ve heard from whom; you bought this guide because you wanted to create a Twitter-based business and I know how you can do that. So, you better trust my experience here.

Your handle NEEDS to be content-based for fast growth. This is simply because of how the follower formula I gave you above works.

This guide has sold thousands of copies, and I've seen people not follow my advice and create non-content based handles like @FirstnameLastname, use their *legal name* as their account name, put up a photo of themselves.

Consequently, they do *not* grow at all (even when they do everything else right), or worse, grow at a snail's pace (where they feel it's working well enough to not change it even though massive upgrades can be made).

I will reiterate the follower formula:

	No. of people who saw your tweet (impressions)
x	% of people who read and liked your tweet
x	% of people who found your name, handle, and photo intriguing enough to check your account out
x	% of people who found your bio and latest tweets relevant
	Followers gained

Here is what happens when you put your own name in the handle and account name:

- Prospective follower sees your tweet and likes it.
- Prospective follower looks at the account name and handle of your profile on that tweet.
- Prospective follower assumes you're some random person who had a random viral/good tweet.
- **He never clicks to open your profile. He keeps scrolling down and you don't get a follow.**

He does not know that there is more content on your account like the tweet he just saw. He assumes you are a random guy with a random good tweet.

He does not **immediately** know that there is more where that tweet he liked came from. And therefore, he is much less likely to click your profile to see if you make more content like that tweet or not.

And all of this is entirely your fault. Because you did not signal to him that your account might be worth checking out and following. You made a rookie mistake despite being repeatedly warned against it.

If you really want to build a personal brand, here's what you should do (with respect to the account name and handle):

For the handle, follow the same policy as I mentioned above – pick something that reflects the content you aim to produce, or your brand name (like lifemathmoney).

For the account name, use this format:

“Name | Topic Topic Topic”

This allows you to get your name out while also indicating to prospective followers that you're a “content producer” and not just a random guy with a viral tweet.

Here is an example:

Kamilla | The Dating Coach
@thedatingboss Follows you

I help men get their sh*t together so they can dominate the dating world | Certified Dating Coach | Join the newsletter → thedatingboss.com

Learn to attract women → thedatingboss.com Joined June 2015

82 Following 17K Followers

Kamilla gives her name out, and then also tells you what her content is about.

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A Twitter profile card for Alexander Cortes. The header features a circular profile picture of a man with long hair and a beard, wearing a black tank top. The background is a graphic with the words "MIND" and "BODY" at the top, and "MENTALITY = PHYSICALITY" in the center. Below the header are four circular icons: three dots, a mail icon, a bell icon, and a blue "Following" button. The account name is **Alexander Cortes PhD, Fitness, Nutrition, Fat loss**, with the handle @AJA_Cortes and the note "Follows you". The bio reads: "Doctorate in BroScience. 10+ years experience as a personal trainer. Sovereign & Solar Life. My strategies will make you leaner, stronger, smarter". The stats show 825 Following and 98K Followers.

The handle could be improved, but the account name is good.



A Twitter profile card for P. D. Mangan. The header features a circular profile picture of a man with glasses and a beard, wearing a black t-shirt. The background is a graphic showing two men standing side-by-side, one labeled "AGE 66" and the other "AGE 53". Below the header are four circular icons: three dots, a mail icon, a bell icon, and a blue "Following" button. The account name is **P. D. Mangan Health & Fitness Maximalist**, with the handle @Mangan150 and the note "Follows you". The bio reads: "I teach the science-based way to eat right, get fit, live long, & win. Microbiologist, weightlifter, researcher. Sun, steak, and steel. #bitcoin 💰". The stats show 502 Following and 106.9K Followers.

And, finally, here is another example. Once again, the handle could be improved, but the name is fine.

Even if you don't want to build a personal brand, you can still use this naming pattern:

"Brand name | topic"

Here are some examples:

	The Pook Manifesto • The Way For Men • See Pinned @PookManifesto Follows you	Following
	The way for men in the modern age. Exposing lies, breaking illusions, and freeing men from bondage. Quotes from The Pook Manifesto. Also see: @bookofpook	
	Illimitable Man Bot • Life Lessons @IllimitableBot Follows you	Following
	Revealing the nature of women and building you as a man. Quotes from the Illimitable Man (content from 2013-2018). Created by @lifemathmoney	
	Social Skills Bot More Friends, More Girls @SocialSkillsBot Follows you	Following
	• Learn how to get what you want from people. • Improve your public dealing and social skills. • Improve your skills with women • Bot (Follow for more)	
	Book Of Pook Bot • RED Pill • See Pinned Tweet @BookOfPook Follows you	Following
	Understand women - why they are how they are, and why they do what they do Pook Audiobook Collection: gumroad.com/a/429651059 Also See: @PookManifesto	
	Mungerisms • Charlie Munger Bot • See Pinned Tweet @CharlieBot Follows you	Following
	Quotes by Charlie Munger from his talks and book (Poor Charlie's Almanack) • Bot (Follow for more)	
	48 Laws Of Power Bot @48_quotes Follows you	Following
	Quotes from 48 Laws of Power by Robert Greene Strategy Social Skills Learn to play every situation to your advantage. Bot (Follow for more)	

Fun fact: All of these accounts are owned by me, and they make me over \$5,000 a month in fully passive income. And

that's above and separate from the LMM Gumroad income I showed you in the graph above (they're set up on a different Gumroad account for tracking/accounting reasons).

Feel free to go and check out how many followers these accounts have. I know what I'm talking about in this guide, so listen to me.

I'll be discussing how you can create and monetize such bots in the bonus modules.

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 history, use a well-known image that people associate with history.

You don't need to reinvent the wheel – many pictures have preexisting brand equity – use them.

You can use well-known images to get yourself an audience first and then change it to something else if you want. Do not fall into the trap of “I want to build everything from scratch.” You want to grow fast, so don't let your ego get in your way.

2. Attention-grabbing and interesting

Do not use boring or “common” photos. For example, do not use a photo of yourself taking a selfie. Likewise, do not use a clearly not-professionally-taken image of yourself in the gym.

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. Remember the follower formula.**

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 is a random viral tweet from a random person. They need to know that there is more content from where that tweet came from. And your profile picture needs to signal that.

— Theodore Roosevelt —

ATM
@AlexTheMarquis Follows you

Gain muscle and lose fat naturally. Learn what schools don't teach. Insights on personal growth & free thinking.

Joined January 2013

41 Following 183 Followers

Not followed by anyone you're following

A bad profile picture. If you come across a good tweet by him, you're unlikely to explore further.

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

Here are some examples of good profile images:

**BANKS
— ARE —
ZEROS**

WallStPlayboys.eth
@WallStPlayboys

#bitcoin ? Probably nothing. BANKS ARE ZEROS. [y.at](#)

② New York City [wallstreetplayboys.com/efficiency](#) Joined August 2012

13 Following 106.8K Followers

Wall Street Playboys, bull and bow ties! Easy to spot, unique, and goes with the brand name.



The Ancient Sage

@TheAncientSage

The Ancient Sage. Picture of a Sage. Simple and communicates what the brand is about.



The Stoic Emperor

@TheStoicEmperor Follows you

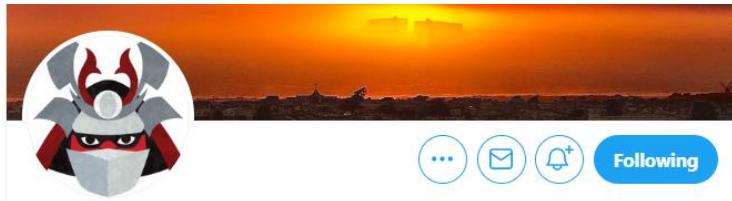
Modern meditations. Wisdom for the world of today. These are new thoughts, not quotes.

© The Inner Citadel Joined April 2017

270 Following 351.3K Followers

Same as above.

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Sam  **Financial Samurai**
@financialsamurai Follows you

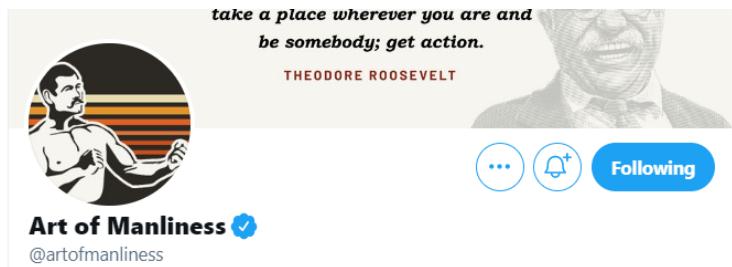
Father, HS tennis coach , writing about financial independence since 2009, financialsamurai.com/newsletter

© San Francisco, CA  financialsamurai.com/about  Joined August 2009

447 Following **35.9K Followers**

 Followed by Asian Tiger Dad, Path To Manliness, and 13 others you follow

Financial Samurai. Image of a Samurai. Clean and easy to spot.



*take a place wherever you are and
be somebody; get action.*
THEODORE ROOSEVELT



Art of Manliness 
@artofmanliness

Need I say more?

Daygame Charisma

Learn how love actually works



Daygame Charisma

@DaygameCharisma Follows you

Learn how love actually works. Social Skills to meet and date beautiful women

⌚ Blog: ⌚ daygamecharisma.com 📅 Joined April 2020

70 Following 7,204 Followers

Neat and clean, and communicates the vibe of the account.

MAN THINK



Man Think

@ManThinkSmart Follows you

I talk about being a smart man, managing money & "women". May not please you, but will make you see what you missed. Interests: Investing| Meditation| Self-help

⌚ Indore, India ⌚ instagram.com/manthinksmart/ 📅 Joined October 2018

80 Following 4,989 Followers

Brand "Man Think." Picture of Hanuman, a masculine god.
Easily recognizable by any Indian in the world.



You need models in your head.
— Charlie Munger

Wisdom Theory
@wisdom_theory Follows you

Think better: gum.co/100MM

Joined February 2020

100 Following 25.6K Followers

This is a Twitter profile card for the account @wisdom_theory. The profile picture is a black and white portrait of Charlie Munger. The bio reads "You need models in your head." attributed to "— Charlie Munger". Below the bio are standard Twitter interaction icons: three dots, a mail icon, a bell icon, and a blue "Following" button. The account name is "Wisdom Theory" and the handle is "@wisdom_theory". It says "Follows you". There is a link "Think better: gum.co/100MM". The account was joined in February 2020. It has 100 following and 25.6K followers.

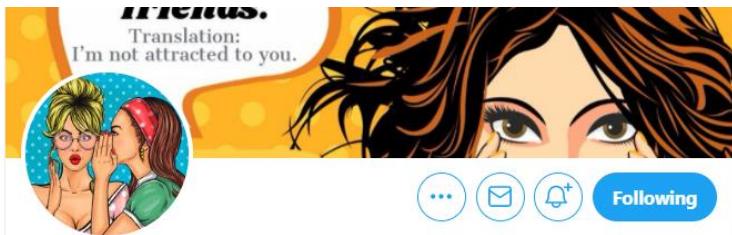
Account about wisdom. Picture is of Charlie Munger, a man known for his wisdom and advice.

The account owner takes from the pre-existing association Charlie Munger has with his content type and it allows him to grow faster.



A screenshot of a Twitter profile card. At the top is a banner with the text "LIFE MATH MONEY" in large white letters, followed by "GET RICH. GET FIT. GET SMARTER." and "LEARN WHAT THE SCHOOLS WON'T TEACH YOU". Below the banner is a circular profile picture of a man with a shaved head and a small earring. To the right of the profile picture is a blue button with the text "Edit profile". Below the profile picture, the username "LifeMathMoney" is displayed in bold black text, followed by the handle "@LifeMathMoney". A bio follows: "Get Rich. Get Fit. Get Smarter. Learn what the schools won't teach you. lifemathmoney.com | 90 Day Discipline: gum.co/tough | Telegram: telegram.me/lmmstrong". Below the bio are two links: "Newsletter and other links: newsletter.lifemathmoney.com" and "Joined May 2018". At the bottom of the card, it shows "240 Following" and "214.3K Followers".

My own account. Any Indian in the world can instantly tell you what this account is about just by looking at the picture.



IT'S US.
Translation:
I'm not attracted to you.

Speak Womanese 101: The Secret Language of Women
@speakwomanese Follows you

Women speak womanese, a cryptic language where she says one thing and means something else. Speak it back to them, for pleasure and profit | By [@PUA_DATING_TIPS](#)

Joined October 2019

2 Following 11.6K Followers

Here is an account built by me and a business partner in collaboration.

I've noticed that these cartoon-type vector images work quite well.



  **Following**

Fiercely Virgo (FV)  @FiercelyVirgo  Follows you

Tweets Mostly on Femininity | Science | Pharmacy | Indic History &Values  (DMs open For talks On any of the above mentioned subjects) 

 Joined December 2020

443 Following 2,251 Followers

 Followed by Corporate Machiavelli (He / Him), An Indian Woman, and 7 others you follow

Account about femininity and run by a woman – picture is of an elegant-looking female. On brand and communicates the values of the account.



Satoshi Nakamoto
satoshin@gmx.com
www.bitcoin.org

 **Following**

Documenting Bitcoin   @DocumentingBTC

Follow along as #Bitcoin  goes from magic internet money to the next global reserve currency, one submitted meme and statistic at a time.

 Joined December 2020

591 Following 273.7K Followers

 Followed by Fiercely Virgo (FV), Asian Tiger Dad, and 13 others you follow

This one should be obvious.

Profile Photos for Personal Brands

For personal brands, you want to use a cartoonized version of your face. It still resembles you while also making you stand out from personal profiles and is easy to identify from a distance.

I'd like to reiterate: DO NOT USE A SELFIE OR AN IMAGE THAT MAKES PEOPLE THINK YOU'RE JUST ANOTHER TWITTER USER.

Remember the follower formula. This has been reiterated multiple times because I've seen some people buy the guide and then send me an email asking why they're not growing as fast as they could be.

In almost all of those cases, the guy used a regular image of himself and his full name in the name and header. Look, I've been using Twitter for my business every day for about 3 years and I've shown you the money it makes me. I know what I'm talking about, so follow what I'm saying. Otherwise, you're just wasting your own time.

If you really want to share your real picture, put it in the header. Not the profile picture.

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Here are some examples of good profile images for personal brands:



Johnny

@Johnny_Uzan Follows you

On a quest to optimize for judgment.

🔗 medium.com/@Johnny_Uzan 📅 Joined December 2017

248 Following 10.7K Followers



Vizi Andrei

@viziandrei Follows you

Full-time tinkerer. 47% wrong. 25% lucky.

⌚ Transylvania 📅 Joined April 2018

96 Following 4,165 Followers

 Followed by Focused Warrior™, Wisdom Theory, and 5 others you follow

The Art of Twitter: A Guide to Building a Twitter-Based Business



A screenshot of a Twitter profile for "Richard Cooper". The profile picture shows a bald man with a beard and sunglasses. The bio reads: "I crush comforting lies, with uncomfortable truths." Below the bio is a link: "Unplug from the BS society sold men. Read my bestseller 'The Unplugged Alpha': amzn.to/3q5lYmD". The stats show 58 Following and 63.4K Followers. The "Following" button is blue.

Richard Cooper
@Rich_Cooper Follows you

I crush comforting lies, with uncomfortable truths.

Unplug from the BS society sold men. Read my bestseller "The Unplugged Alpha": amzn.to/3q5lYmD

© Toronto ⌂ linktr.ee/Rich_Cooper Joined June 2009

58 Following 63.4K Followers

 Followed by Fiercely Virgo (FV), Corporate Machiavelli (He / Him), and 48 others you follow



A screenshot of a Twitter profile for "Aadit S". The profile picture shows a man with dark hair. To the right of the bio is a small image of a book titled "Aadit's Swipe File". The bio reads: "I tweet about high-quality community building. Follow for daily tips on building an audience." Below the bio is a link: "Tweets on high-quality community building. Positive-sum. | Free Swipe File → gum.co/tweets | 🎤 Ambassador → [@shoutoutso_.ucl](https://shoutoutso_.ucl)". The stats show 558 Following and 5,275 Followers. The "Following" button is blue.

Aadit S ⚡
@aaditsh Follows you

I tweet about high-quality community building. Follow for daily tips on building an audience.

Tweets on high-quality community building. Positive-sum. | Free Swipe File → gum.co/tweets | 🎤 Ambassador → [@shoutoutso_.ucl](https://shoutoutso_.ucl)

© Subscribe to my substack → ⌂ adit.substack.com Joined June 2020

558 Following 5,275 Followers

 Followed by The Stoic Empire, Gumroad, and 2 others you follow



A screenshot of a Twitter profile card. At the top is a circular profile picture of a man with a beard and short hair, wearing a light-colored shirt and tie. To the right of the picture is the handle **UnmodernM** in bold black text, followed by the bio **@UnmodernM Follows you**. Below the bio is a description: **| Corporate Leadership, Character & Career Ascension | Chemist | MBA | Mentoring in the Lobby | | unmodernmen.com | corporatemachiavelli.com |**. Underneath the description are two links: **⌚ Articles On My Website** and **🔗 UNMODERNMEN.COM/NEWSLETTER**. Below these links is the text **📅 Joined November 2019**. At the bottom of the card are the statistics **72 Following** and **28.1K Followers**. To the left of the following count is a small user icon. To the right of the follower count is the text **Followed by Fiercely Virgo (FV), Corporate Machiavelli (He / Him), and 52 others you follow**.

Cartoonized images help you stand out and thus, grow your account faster.

There are many free applications for Android and iOS that will help you create cartoonized versions of images. You could even hire a designer for custom work if you'd like, although my personal thoughts are that most of you should go with something free initially, and only start spending money once you start seeing revenue from your account (monetization is covered in future modules, and you'll start making some money sooner than you think).

Module 4: Setting Yourself Up Part 2: Bio and Header Image

Bio

A good photo and account name will get prospective followers to check you out. However, it 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 the two main principles you should keep in mind when crafting your bio:

- 1. Answer the questions, “Here is why you should follow me” and “This is the kind of content I produce”:**

Tell people what your content is about and how it can help them, prompting them to click “follow” if they’re interested in that type of content.

2. Do NOT talk about yourself in the bio. Nobody gives a fuck about you – you're not the center of the universe.

Husband, mother, blogger, podcaster, author, patriarch, artist, writer – nobody gives a fuck.

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.

People only care about themselves and what they can get from following you.

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

The only exception is when it's something that gives you credibility to post about certain topics, for example, Doctor – if you're creating a health-related account.

By the way, I also recommend staying away from #hashtags in your bio. It looks really spammy and unprofessional.

Now that you've learnt about how to set up a good account name, handle, profile picture, and bio, 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



A screenshot of a Twitter profile page for the account @LifeMathMoney. The profile picture is a circular portrait of a man with a shaved head and a small earring. The background of the profile page features a large image of an elephant's head and neck, with text overlaid: "LIFE MATH MONEY" in large bold letters, "GET RICH. GET FIT. GET SMARTER." below it, and "LEARN WHAT THE SCHOOLS WON'T TEACH YOU" at the bottom. The Twitter interface shows 2,371 tweets and an "Edit profile" button. Below the profile picture, the handle "LifeMathMoney" and the bio "@LifeMathMoney" are displayed. The bio reads: "Get Rich. Get Fit. Get Smarter. Learn what the schools won't teach you. lifemathmoney.com | 90 Day Discipline: gum.co/tough | Telegram: telegram.me/lmmstrong". There are links for a newsletter and other links, and a note that the user joined in May 2018. At the bottom, it shows 240 Following and 214.4K Followers.

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 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 (headers are not so important and covered later in the guide).

There's a link to my newsletter and telegram channel on the profile to help me grow my off-twitter channels.

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 sales.

The link to my website gives me traffic and lets people know that I write long-form content as well.

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: @Wisdom_theory



A screenshot of a Twitter profile card. At the top is a black and white portrait of Charlie Munger. Below the portrait, the handle **@Wisdom_theory** is displayed, followed by the bio text **Follows you**. Underneath the bio is a link icon with the text **Think better: gum.co/100MM**. Further down, there's a joined date of **February 2020**, and at the bottom, the statistics **100 Following** and **25.6K Followers**. To the right of the bio, there are four blue circular icons: three dots, an envelope, a bell with a plus sign, and the word **Following**.

This is an account that talks about working in wisdom, mental models, and life in general. It also sells a product on Mental Models.

The account name is good and memorable. The profile picture is of Charlie Munger, known for his wisdom and his promotion of improving your thinking using “a latticework of mental models.”

The bio is bad. It is just the tagline of their book and nothing more. It doesn’t give that much information to the reader about the content produced by the account. Minus 3 points for that alone.

Rating: 7/10

Remarks: Bio needs to be rewritten.

Profile Study 3: [@EdLatimore](#)

[!\[\]\(54db29c2abef1cc88045e201f104201b_img.jpg\)](#) **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 us 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 -> So what? What does a prospective follower do with this information?

Speaker -> Nobody cares.

The bio has not told me anything about what he writes about.

The profile picture does not stand out, and looks like a regular image of a regular person.

Other than the high follow count, it just feels like some guy's personal account.

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

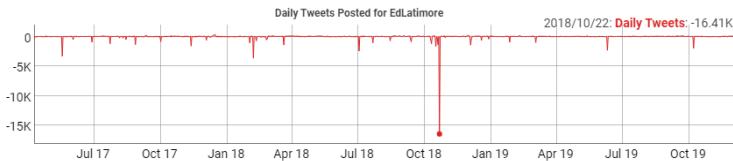
The header image is good – it tells us about his background and has a photo of him (good for a personal brand).

The horrible profile has stifled his growth since he gets far less mileage for every tweet he makes.

His current tweet count is 20.3K, and we can 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 tweet history.

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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 very 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



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. Personal brand profile picture.

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.

Rating: 8/10

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

Profile Study 5: @Wealth Theory

[←](#) **Wealth Theory™**
1,910 Tweets



A circular profile picture shows a man from behind, wearing a dark fedora hat and a suit jacket. He is standing on a beach at sunset, with palm fronds visible in the foreground.

Wealth Theory™
@Wealth_Theory Follows you

🇨🇦 Insights on building wealth from a self-made millionaire millennial. Discussing stocks, crypto, real estate, and other markets. The truth, simply put.

Joined January 2019

101 Following 82.2K Followers

 Followed by Tinkered Thinking, Charles Miller, and 17 others you follow

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 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 is a self-made millionaire and he's young.

The account is only a year old and has over 80,000 followers, which is a great success.

Rating: 10/10.

Remarks: None. Well done.

Profile Study 6: @Matt_S_Stephens

← **Matt Stephens, CNS**
20.4K Tweets



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
② 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 know him already do not care about whether he is a bodybuilder, writer, 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). No one cares where he lives.

The account handle is a personal name and makes him seem like a random Twitter user. The handle is also a little complicated – contains two underscores and an “S” that is not in the account name – this makes it harder for people to remember 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 header photo is great and tells me more about him.

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.



WB
STYLE



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, 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

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 catchier, and I would change the account name to "Steve Burns | Trading, Money, Financial Freedom" – giving his name and some info about the account.

Rating: 7/10

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

Profile Study 9: @CharlieBot

The image shows a Twitter profile page for the account @CharlieBot. At the top, there is a large, stylized portrait of Charlie Munger with a quote overlaid: "The best thing a human being can do is to help another human being know more." - CHARLIE MUNGER. Below the quote is a smaller circular profile picture of Charlie Munger. To the right of the quote is a yellow button labeled "CLICK HERE TO FOLLOW". Below the main header are several blue circular icons: three dots, a mail icon, a bell icon, and a "Following" button. The account name is "Mungerisms • Charlie Munger Bot • See Pinned Tweet". The bio reads: "Quotes by Charlie Munger from his talks and book (Poor Charlie's Almanack) • Bot (Follow for more)". It also includes a link to a Gumroad program: "100 Mental Models Program: ⚡ gumroad.com/a/743273587/Ax...". The account was joined in July 2019. The following statistics are listed: 8 Following and 32K Followers.

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 is a link to a relevant product in the profile that makes me money.

The pinned tweet (which is a sales tweet to a product) is highlighted in the account name, and also makes me money (this bot makes me \$500 to \$1000 a month).

⬇️ Pinned Tweet

 **Mungerisms • Charlie Munger Bot • See Pinned Tweet @C... · Apr 7 · ...**

In any situation or event, we will not only have our specific glasses, but we must also have the glasses of the other fields, of the rest of the fields, through the knowledge of the great ideas of each science.

Get the 100 Mental Models Program:



100 MENTAL MODELS
- BE RATIONAL -

100 MENTAL MODELS
Do you want to think better? The world is complex and interconnected, and we need to understand the big ideas from big disciplines, in order ...
[🔗 gumroad.com](https://gumroad.com)

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

Rating: 10/10

Remarks: None.

Profile Study 10: @SpanishToMove

← **Learn Spanish Online**
18.2K Tweets



Spanish to move!

Follow

Learn Spanish Online
@SpanishToMove

Learning Spanish online? Learn Spanish easily! Online Courses & Spanish Classes. Study Spanish today. It's time to move forward! Spanishtomove.com

Spanishtomove.com Joined June 2013

21.7K Following **44.7K** Followers

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 *at all* 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.

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.

I've experimented with putting "click here to follow" in my account header (see the one for @CharlieBot), but it doesn't seem to make too much of a difference.

I would suggest putting all the "about me" things (that I asked you not to put in the bio) in the header, for example, father, husband, podcaster, writer, etc.

Personal branders can put in a non-cartoonized version of their faces here so people can recognize them.



A good header.

← **P. D. Mangan Health & Fitness Maximalist** 
95.6K Tweets



P. D. Mangan Health & Fitness Maximalist 
@Mangan150 Follows you

I teach the science-based way to eat right, get fit, live long, & win. Microbiologist, weightlifter, researcher. Sun, steak, and steel. #bitcoin 

🕒 California, USA ↗ roguehealthandfitness.com/newsletter/
📅 Joined October 2008

502 Following 106.9K Followers



Matt Stephens, Jacked & Tan Supremacist
@Matt_S_Stephens Follows you

Some other good headers.

If you're just starting out, don't think too much about it. The header is the least important part of your profile. Just throw in a picture that is relevant to your content and move on.

You can always change it up later.

A Word of Caution

Do not try to counterfeit someone else's likeness. People are not dumb, and they will point out that you're copying someone else.

This will bring your credibility down to 0 almost instantly, and no one will trust you, associate with you, or buy anything from you.



A screenshot of a Twitter profile for the account @LifeMindWealth. The profile picture is a portrait of a man in historical attire. The header image shows a scenic landscape of a lake and mountains. The bio reads: "Get Smarter. Get Happier. Get Unbroke | Insights on Wealth Building | Learn What The Schools Won't Teach You | Twitter Guide:". The profile has 000 followers and was joined in June 2020.

LIFE MIND WEALTH
GET SMARTER. GET HAPPIER. GET UNBROKE.

LifeMindWealth
@LifeMindWealth

Get Smarter. Get Happier. Get Unbroke | Insights on Wealth Building | Learn What The Schools Won't Teach You | Twitter Guide:

000 Follow

Joined June 2020

I wonder how he came up with the name and bio.

I see many people being extremely uncreative and just mimicking someone else's *brand*. I've seen LifeHeathMoney, LifeMindMoney, LifeBooksMoney, etc.

If you do that, you're only wasting your time – not building a business.

FAQ: Should I Use a Pseudonym or Build a Personal Brand?

This is up to you. I've seen people be successful both ways.

If you're in doubt, I'd say start with a pseudonymous account, and if you feel like switching to a personal brand later, do it. You can always go from a pseudonym to a real name, but you can't do it in reverse.

All the strategies and advice in this guide work well for both styles. There's no definitive answer for which is better – it's up to your preferences.

Being pseudonymous makes it easier to deal with social media mobs and haters, and preserves your privacy, but it also reduces your income, as people are less inclined to trust you until they know who you are.

Being a personal brand allows you to make more money and connect with your audience better, but it does so at the cost of your privacy and, in many cases, reputation. You will be forced to self-censor any content you wouldn't want associated with yourself in real life.

Also, **if you have a corporate job – use a pseudonym.** It's very easy to get fired for saying something non-mainstream on social media.

Module 5: Growing Your Account – Strategies That Don’t Work

Before I get into telling you what growth 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 your tweets, 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.

Aiden Cohen @Aiden_Cohen · 27s

Finally! Some much needed #environmental #success story. Humans are the cause and solution to every problem. We just have to #focus our collective #intellect and build smarter #power #transpo #sustainable #food systems. We have the #tech need the #jobs

"The biggest environmental story that no one knows ...
In what one activist calls "a conservation home run,"
groundfish have recovered enough to reopen a vast ...
apple.news

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 build 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

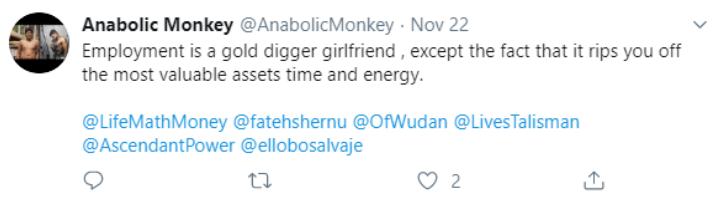
You keep tweeting at them hoping to get a response, or you may even reply to them with some sort of accusation. If they reply back – yay, you've now gotten some attention and followers. However, the problem is – it doesn't work well. You get blocked by people left and right, and people who would otherwise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

This strategy is short-term thinking on steroids, but you'd be surprised how many people give it a shot anyway.

5. Tagging (read: spamming) 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 @ellobosalvaje

2

It comes off as parasitic behavior and ruins your standing and lowers your authority. Don't do it.

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 is 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 already started making you money.

Learning to grow from nothing is an important part of the journey that will teach you a lot about writing, the platform itself, and even psychology.

Don't try to skip the journey here. Also, it is worth mentioning that a disadvantage with inorganic growth like this is that the audience you will acquire will be less loyal to you and will unfollow you faster should you say anything they don't like.

Let us now look at the strategy (which does work), that we will be following for growing our account.

Module 6: Growth Strategy

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 this chapter, I don't think it should take you longer than 4-6 months to get to 2,000 – a good basic starter audience (2,000 is the point I recommend starting with monetization – but that's for a later module).

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
2 Years	140,000
30 Months	200,000

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 feel 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.

Do not throw in the towel early in the game. Perseverance is what separates the wheat from the chaff.

Growth Strategy from 0 to 5000 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 or a quote tweet.)

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 that just reword the original tweet.

Naval @naval · May 31, 2018
Read what you love until you love to read.
47 1.1K 3.9K

LifeMathMoney @LifeMathMoney
Replying to @naval
Recommending for new readers: Count of Monte Cristo Alexandre Dumas. Will teach you a lot about human nature all the while with an amazing story and background.

11:45 AM · May 31, 2018 · Twitter for Android
View Tweet activity
5 Retweets 24 Likes

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.

Dalai Lama ✅ @DalaiLama · Jun 25, 2018
I am one of the 7 billion human beings alive today. We each have a responsibility to think about humanity and the good of the world because it affects our own future. We weren't born on this planet at this time to create problems but to bring about some benefit.

1.2K 55.3K 156.6K

LifeMathMoney @LifeMathMoney
Replying to @DalaiLama

A society grows great when old men plant trees whose shade they know they shall never sit in.

3:02 PM · Jun 25, 2018 · Twitter for Android

View Tweet activity

22 Retweets 136 Likes

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.

The screenshot shows a Twitter interaction. The top tweet is from **@TellYourSonThis**, posted on Jul 26, 2018. The tweet reads: "Grow together, or you will grow apart." It has 4 replies, 85 retweets, and 295 likes. Below this is a reply from **@LifeMathMoney**, also posted on Jul 26, 2018. The reply reads: "I've lost more friends to personal growth & progress than to any number of fights or arguments." Below this is another reply from the same user, reading: "If you want to move ahead - you will have to leave people behind." At the bottom of the screenshot, it says "8:15 PM · Jul 26, 2018 · Twitter Web Client". There are also links to "View Tweet activity" and "28 Retweets 104 Likes".

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.

Shower Thoughts @TheWeirdWorld · Jul 11, 2018
No one has seen you at your worst like your corner store cashier.

42 1K 6.6K

LifeMathMoney @LifeMathMoney

Replying to @TheWeirdWorld

You can judge how much people respect you by how well they dress to see you.

The corner store cashier sees everyone at their worst because no one cares what he thinks.

10:29 PM · Jul 11, 2018 · Twitter Web Client

View Tweet activity

2 Retweets 47 Likes

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 into 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 somewhere in between normal tweets and replies in their potential to bring you new followers.

LifeMathMoney
@LifeMathMoney

If you want true freedom of speech, you need to be financially independent

If you depend on someone else for your income (job, etc.) you will have conform because you just have too much to lose.

Focus on your finances, it is the path to freedom (and thus happiness).

9:58 AM · Apr 10, 2021 · Zlappo.com

[View Tweet activity](#)

304 Retweets 16 Quote Tweets 1,662 Likes

Twitter now allows prospective followers to see “quoted tweets” in a separate page. This allows more people to find you when you leave a quote tweet to a popular account. Feel free to use them occasionally, but focus on regular reply tweets for now.

Make sure that you’re actually adding to the discussion, not spamming one person too much, and not just rewording the person’s tweets.

After I published the first version of this guide, I found many people turning on the notification button for the big accounts

they want to reply to, and then leaving mindless replies that clutter the other people's profiles and add no value.

For example, if I say, "Eat more protein and eat less oil and sugar.", I'd get replies along the lines of, "Things that are healthy: Protein. Things that are unhealthy: oil and sugar."

Then they are surprised that they get blocked.

LifeMathMoney @LifeMathMoney · Apr 7
Young men mistakes:

- 1) Debt
- 2) Oneitis
- 3) No online business
- 4) Not reading enough
- 5) Focusing only on getting laid
- 6) Drinking, drugs, frequent partying

shaz 💰 💵
@shaztalksmoney

Replies to @LifeMathMoney

Young women mistakes:

- 1) Spending money on material things
- 2) Insecure & chasing validation from men/likes
- 3) Watch too much reality TV
- 4) Naïve about the world & men
- 5) Gullible
- 6) Immature
- 7) Too influenced by social media

2:21 AM · Apr 7, 2021 · Twitter Web App

10 Retweets 62 Likes

Example of a good reply that adds to the discussion.



LifeMathMoney @LifeMathMoney · Apr 8

...

This is the best time to be alive for curious people who are willing to learn.

Almost everything is available online for free.

Most people spend their days watching funny videos.

There is 0 competition.



49



462



2.7K



HealthGrowthHTN

@HealthGrowthHTN

...

Replies to @LifeMathMoney

In the age of information (Internet)

Ignorance is just a choice

6:05 PM · Apr 8, 2021 · Twitter for Android

An example of a reply that adds little to no value.

Before you leave a response, ask yourself: “Am I saying what the original tweet said in different words, or am I contributing additional value and information to the tweet?” If it’s the former, do not post it.

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 to do that 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	
Total 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 fairly good audience base set up. This 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. I have 200,000 followers and I still use replies to get more eyes on my content.)

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 now that Twitter will show the liker's followers that they have liked X tweet...

Thibaut liked

Paul Graham  @paulg · 33m

Something I taught my 10 yo: If you're naturally competitive, instead of spreading a thin layer of it across all of life, pile it up in a few specific areas and just relax in the rest.

14 74 614

...and that will bring you more eyes.

A like is now a “retweet lite” – it shows the tweet to a small section of the liker’s audience.

Don't forget to retweet your tweets

Remember, when you make a tweet, Twitter only shows that tweet to a small section (about 20%) 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 during the day at night, and I retweet the tweets that were posted during the night (using automation software in my sleeping hours) 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.

(By the time you're at 5000 followers, you should be making *at least* \$20 per day from your account – so you can now reinvest the money in your business, firstly, by getting a subscription to automation software.)

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. Pay for full-feature automation software – they are 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 them becoming popular (as there was no built-in audience to promote it) – but you have that audience now.

(For those uninitiated, a twitter thread is just a series of tweets linked by replies. Using threads to grow your account is covered in a later module.)

When you are in this phase, I recommend logging in and checking Twitter every 3-4 hours at least.

Strategy: 5,000 – 10,000 Followers	
Total 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 followers 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 (although I still recommend posting some replies if you have time).

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.

By the time you get here, 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.

Strategy: 10,000+ Followers	
Tweets per day	3-10
Normal Tweets	3-10
Replies	As time permits
Automation	80-100% of tweets

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

Module 7: Creating Better Tweets and Increasing Engagement

After creating tens of thousands of tweets over the past 3 years, many of which did not perform as well as I hoped despite the content quality being great, I've figured out a few presentation tricks that help tweets get more engagement, likes, and retweets.

1. Break the tweet up into separate lines:



LifeMathMoney @LifeMathMoney · 12h

Daily reminder:

Energy and time are limited resources and you're not going to get them back.

So use what you have carefully, instead of spending it on garbage.

You can always vegetate in front of a funny video later.



4



97



598



LifeMathMoney @LifeMathMoney · 1s

Daily reminder: Energy and time are limited resources and you're not going to get them back. So use what you have carefully, instead of spending it on garbage. You can always vegetate in front of a funny video later.



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 your tweet a paragraph. Space your content out, make it easy to consume, and get directly to the point. 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:



LifeMathMoney @LifeMathMoney · Dec 21

You need to be in three main social circles:

- 1 that helps you improve your health (gym / sports)
- 1 that helps you get more money (business connections / entrepreneurs)
- 1 that helps you have fun (party crowd / women)

The rest is dead weight, move to acquaintance!

13

267

1.3K

↑

|||



LifeMathMoney @LifeMathMoney · Dec 24

- Turmeric
- Onions
- Beetroot
- Ginger
- Garlic

▼

Add these to your diet.

See the difference.

35

142

986

↑

|||

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 likelier to be read among a sludge of text-only posts. It also seems to make 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

Replies 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.

Note: If your reaction to reading the above tweet was “this guy is a bigot, fuck him” – you are unsuited for running any social media-based business. When you grow bigger on social media, regardless of what you say, you will draw a lot of critics.

It is one thing to disagree with something, and another to get offended and take it personally. If you take things personally, you will not make a good social media entrepreneur.

Get thicker skin and learn to agree to disagree.

Here is my guarantee to you after about a decade of dealing with businessmen and being in business: If you get offended, it will “show” in your communication and other people will sense it and will consider you immature. Consequently, you will have fewer business partners and fewer people willing to associate themselves with you.

The only loser is ... you. Do not let your personal opinions get in the way of your business.

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:



LifeMathMoney
@LifeMathMoney

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?

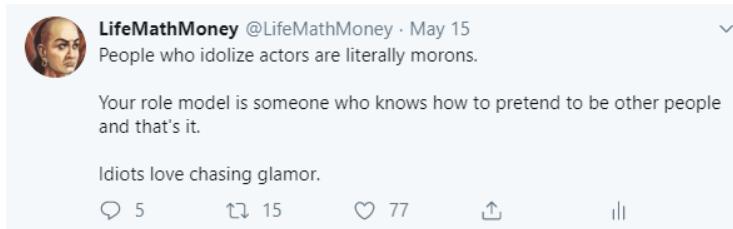
10:00 PM · Jul 9, 2019 · [Buffer](#)

[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.



LifeMathMoney @LifeMathMoney · May 15
People who idolize actors are literally morons.

Your role model is someone who knows how to pretend to be other people and that's it.

Idiots love chasing glamor.

5 15 77

Here is another simple truth, stated from a negative lens.

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

4. The RUN Framework

RUN stands for Relatable, Useful, Novel.

Before you post, consider how well your tweet does on these three metrics:

- **Relatable:** Can your audience/the audience of the person you're replying to relate to the content you're about to post (you don't want to post makeup advice to men).
- **Useful:** How useful is the content to your audience/the audience of the person you're replying to? Is it just reworded fluff or are you actually adding value?
- **Novel:** Is your tweet presented in an interesting/intriguing way?

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. Build your network.

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.

Module 8: Additional Growth Strategies

These strategies involve tagging large accounts and getting them to retweet your tweets. They are not a part of our main growth strategy, but feel free to do them every once in a while to boost your growth.

Note: Do not tag one person too frequently. They might get annoyed and mute/block you. Also, do not target extremely large accounts (100k+ followers) because they are less likely to check their mentions.

Quote and Tag

"Time for Facebook, Reddit, TV shows, and porn. No time for exercise or starting a business. #1 indicator of a middle class mindset" - [@LifeMathMoney](#)

10:47 AM · May 9, 2020 · [getwiser](#)

48 Retweets 2 Quote Tweets 264 Likes

Reply Retweet Like Share

The Art of Twitter: A Guide to Building a Twitter-Based Business

This creates a non-discriminating, non-nuanced, irrational & reactive mind.

1 1 9

 **Fateh Singh | Mind Surgeon** @fatehshernu ...

Replying to @fatehshernu

No.2== To quote [@lifemathmoney](#)--in his recent incisive article he says "If they depend on your money, votes, or viewership for survival, they're not going to tell you the truth, they're going to tell you what you need to hear to meet their ends".

4:20 PM · Oct 9, 2019 · Twitter Web App

16 Likes

1 1 9

 **Fateh Singh | Mind Surgeon** @fatehshernu · Oct 9, 2019 ...

Replying to @fatehshernu

People's emotions are tickled. Exaggerations are made. Insecurities are preyed upon.

All typical Sale tactics.

 **Content Philosopher** 🎉 @content_wisdom · Mar 21 ...

"If you want to enslave an honest man, lend him money."
@LifeMathMoney

3 12 90

Basically, take a good quote from the person and publish him, and tag him on this post.

This is something I learnt from other people, i.e., other people quoting me and me finding myself retweeting them.

Here are the types of content I found myself most likely to retweet:

- Quotes from one of my podcasts. It made me feel that the person quoting me was a fan and listened to a podcast, liked something I said, and was now sharing it on his social media.
- Quotes from any of my articles, especially when they link to my article.

I do find myself retweeting quotes of my older tweets too, but the above two have a higher likelihood of being retweeted by me.

Most big accounts behave like me (human nature)! Who doesn't find it flattering when someone listens to their podcasts and then quotes something you said?

Of course, not all quotes get retweeted, but what do you have to lose?

Just don't do it too much, or the person you're quoting might feel you're doing it just for the retweet and might mute you for being a parasite.

Promote a Big Account's Products and Content

This one is also something I did not figure out on my own, but I observed other people doing it to me.

Here's how this works: You shoutout the content created by bigger accounts (their articles, their podcasts, their products, etc.) and make it so that by retweeting your shoutout, they get more readers or more streams, more sales, etc.

Basically, bribe them with an easy promotion opportunity.

Here are some examples:

You Retweeted

Dan @DanTalks1 · Apr 7
@LifeMathMoney course is fantastic for beginners. Highly recommend.

...

LifeMathMoney @LifeMathMoney · Apr 7
If you want to learn more about crypto, take my free course
teachyourselfcrypto.com

Show this thread

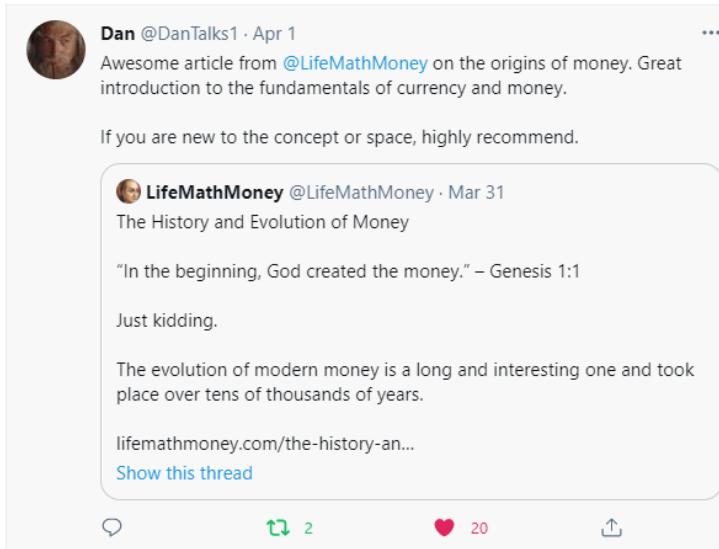
2 2 24

Show this thread

I want to promote my free crypto course, but I can't tweet about it all the time without annoying people. However, I can retweet other people's testimonials of it without it feeling like spam. This is where you can come in and provide large

The Art of Twitter: A Guide to Building a Twitter-Based Business

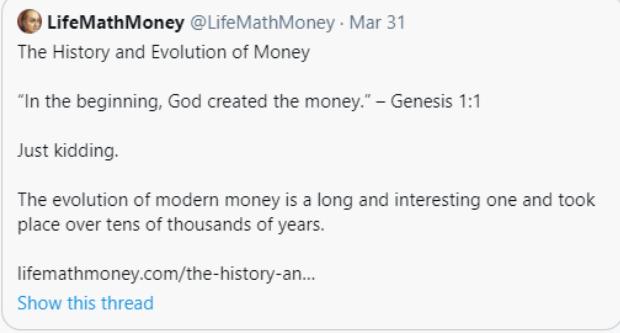
accounts with “promotion support,” and there’s a good chance they’ll retweet you.



Dan @DanTalks1 · Apr 1
Awesome article from @LifeMathMoney on the origins of money. Great introduction to the fundamentals of currency and money.

If you are new to the concept or space, highly recommend.

•••



LifeMathMoney @LifeMathMoney · Mar 31
The History and Evolution of Money

“In the beginning, God created the money.” – Genesis 1:1

Just kidding.

The evolution of modern money is a long and interesting one and took place over tens of thousands of years.

lifemathmoney.com/the-history-and-evolution-of-money
[Show this thread](#)

Comment icon Retweet icon 2 Like icon 20 Share icon

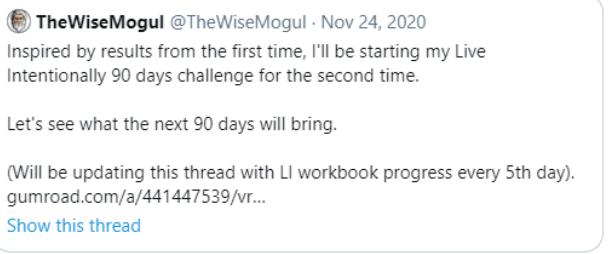
Another example from the same guy.



Six Figure Access | A Blueprint For Ambitious Men @SixFig... · Jan 5 · ...
If you're looking for major change in a short amount of time.

Here's a wonderfully honest exposé into how well the 90 Day - **Live Intentionally** program by @LifeMathMoney works.

•••



TheWiseMogul @TheWiseMogul · Nov 24, 2020
Inspired by results from the first time, I'll be starting my Live Intentionally 90 days challenge for the second time.

Let's see what the next 90 days will bring.

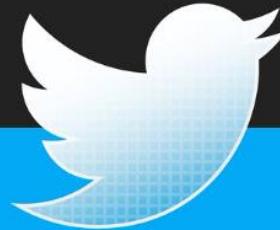
(Will be updating this thread with LI workbook progress every 5th day).
gumroad.com/a/441447539/vr...
[Show this thread](#)

Comment icon Retweet icon 2 Like icon 9 Share icon

This person left me a tweet praising my self-improvement program. I wanted to promote my program, so I retweeted his tweet. He got a retweet (and thus exposure and followers) from an account much bigger than him for free.

Six Figure Access | A Blueprint For Ambitious Men @ · Dec 18, 2020 ...
Just arrived at 4,000 followers

With thanks to [@LifeMathMoney](#)

 **The Art
of Twitter**
A Guide To Building
Your Twitter Account
by Harsh Strongman

Build a Twitter based social media business and get to **\$100 a day** in side income in a year

The Art of Twitter: A Guide To Building Your Twitter Account
Do you want to start an online business that makes you money as you sleep? I started my Twitter journey on 18th May, 2018 because I neede...
🔗 gumroad.com

4 3 21

Here, someone is promoting my Twitter guide. I gave him a retweet because I wanted to promote my Twitter guide. He got a retweet from a 200k+ account – and it cost him nothing.

The Art of Twitter: A Guide to Building a Twitter-Based Business

 **LifeMathMoney** @LifeMathMoney · Apr 1

Check out our Crypto course 

Currently, Module 1 (Bitcoin) is released.

It's 32 hours long and covers everything about Bitcoin from a non-technical perspective.

The course is completely free, no paywalls, no nonsense.

No excuses, get started.



Teach Yourself Crypto
Learn about Bitcoin, Ethereum, Blockchain, DeFi (Decentralized Finance) and more. Fully free and in...
teachyourselfcrypto.com

25 334 930

 You Retweeted

 **Sach** @Growwithsach

Replies 1 Retweets 1 Likes 930

Halfway through the course, definitely loving it.

Been buying Bitcoin through online wallet, now I know that they aren't so secure.

Thank you [@LifeMathMoney](#), definitely a must study for someone looking into crypto.

2:02 PM · Apr 11, 2021 · Twitter Web App

10 Likes

Comment Retweet Like

Another example.

I hope you get the point. I'm not asking you to leave me shoutouts; all I'm saying is that if you leave big accounts reviews and promote their content, you are very likely to get a retweet.

It doesn't have to be a product review – you could promote an article they wrote, a podcast they were on, or any other kind of content they created.

Let's say you read an article by a blogger with a big audience on Twitter. You post a link to his article on Twitter, mention how interesting and insightful you found it, maybe even include a short quote from the article, and tag the writer.

The writer *wants more people to read his article*. He is interested in retweeting you. So, he likely will!

Do the same thing for podcasts. You're listening to them anyway – so leave a tweet about them.

With our account set up (intriguing name, profile picture, handle, bio) – ALL exposure is good exposure.

This is one strategy that you can spam people with and it's unlikely that you'll get banned for it. In fact, the big account you're tagging will be flattered and will like you more. In the future, when you're bigger, you can connect with them; they will receive you more warmly.

Win-win.

Module 9: Black Hat Growth Strategies

In this module, I'm going to discuss some growth strategies that break Twitter's rules (hence "black hat").

I do **not** recommend using these strategies. They're just mentioned here because I see many people use them and sometimes get their accounts suspended for it.

Account Recommendation Lists

Top mention earned 19K engag	Top mention earned 15.7K engag	Top mention earned 41.9K enga
 Shruti Ahuja @shrutiahuja110 · 5 Apr 2020	 Shruti Ahuja @shrutiahuja110 · 14 Mar 2020	 Shruti Ahuja @shrutiahuja110 · 4 Feb 2020
Top Financial Twitter handles	Top Financial Twitter handles	Top Financial Twitter handles
1 @naval 2 @VijayKedia1 3 @FundamentalGems 4 @porinju 5 @dmuthuk 6 @iancassel 7 @morganhouse1 8 @safalniveshak 9 @ValaAfshar 10 @varinder_bansal 11 @lamsamirara 12 @safiranand 13 @LifeMathMoney 14 @SJosephBurns 15 @Wealth_Theory	1 @naval 2 @VijayKedia1 3 @FundamentalGems 4 @porinju 5 @dmuthuk 6 @iancassel 7 @morganhouse1 8 @LifeMathMoney 9 @Wealth_Theory 10 @SJosephBurns 11 @charliebilello 12 @safiranand 13 @safalniveshak 14 @varinder_bansal 15 @ValaAfshar	1 @naval 2 @VijayKedia1 3 @FundamentalGems 4 @porinju 5 @dmuthuk 6 @iancassel 7 @morganhouse1 8 @LifeMathMoney 9 @Wealth_Theory 10 @SJosephBurns 11 @lamsamirara 12 @safiranand 13 @safalniveshak 14 @varinder_bansal 15 @ValaAfshar
Your Favourite ?	Your favourite?	Your favourite?
46 54 48 255	46 68 60 278	46 120 201 1338
View Tweet	View Tweet	View Tweet

Here, you create a burner Twitter account and use that to make a list of big “accounts you like.” You sneak in your main account in that list. You then hope for those big accounts to retweet your list, and as your tweet gets more exposure, you’ll quickly gain a lot of followers!

Although I’ve never used this growth strategy for LMM (when I discovered it, I was already big) – it works well. I’ve seen accounts go from 100 to 1000 followers in less than 24 hours.

And once you find a particular list that works, you can just repost it periodically, like the person who I screenshotted above is doing.

I occasionally use this strategy to promote my bot accounts:

Some good accounts to check out:

1. [@TellYourSonThis](#)
2. [@IlimitableBot](#)
3. [@BookOfPook](#) and [@PookManifesto](#)
4. [@CharlieBot](#) and [@wisdom_theory](#)
5. [@PUA_DATING_TIPS](#)
6. [@DentesLeo](#)
7. [@speakwomene](#)
8. [@Lamb_Bytes](#) and [@FiercelyVirgo](#) (for women)
9. [@CodingLanguages](#)
10. [@ArmaniTalks](#)

6:42 PM · Feb 24, 2021 · Twitter Web App

View Tweet activity

69 Retweets 2 Quote Tweets 259 Likes

Engagement Groups

These are groups of people who are trying to grow by trading retweets. You retweet me, and I'll retweet you.

You can find these groups easily if you look for them.

My only advice is: do not join them.

Engagement groups are against Twitter's rules and will get your account banned sooner or later.

Here is the screenshot of the rule:

Engagement and metrics

You can't artificially inflate your own or others' followers or engagement.

This includes:

- selling/purchasing Tweet or account metric inflation – selling or purchasing followers or engagements (Retweets, Likes, mentions, Twitter Poll votes);
- apps – using or promoting third-party services or apps that claim to add followers or add engagements to Tweets;
- reciprocal inflation – trading or coordinating to exchange follows or Tweet engagements (including but not limited to participation in "follow-trains," "decks," and "Retweet for Retweet" behavior); and
- account transfers or sales – selling, purchasing, trading, or offering the sale, purchase, or trade of Twitter accounts, usernames, or temporary access to Twitter accounts.

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

The extra growth is not worth risking your account over, and Twitter will catch you, sooner or later. Don't do it!

Module 10:

Monetization

Now that I have covered everything I have to say about account set up and account growth, let's talk about monetizing and actually making some cold, hard cash from your account. After all, you're trying to start a business, not a hobby.

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. But before we get into any of that, I want to address a few frequently asked questions:

FAQ: What do I need to start monetizing my Twitter account?

A PayPal account (useful in most cases) and a bank account. If you want to accept crypto, you also need a crypto wallet like Exodus.

You do not need to have your own product to start monetization (more on this later).

FAQ: 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 will start to see some money at 2,000 followers (I'd say about \$50 per week, although I've seen people make far more and a bit less too – depending on their niche).

You will likely be making \$100/day at 10,000 followers.

FAQ: 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 is nothing wrong with selling – just make sure what you're selling is useful to the buyer and that you've tried and tested it.

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

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

With these questions answered, let's get into income sources.

Income Stream 1: Affiliate Marketing

With affiliate marketing, you sell someone else's product and take a percentage of the sale as your commission. Some affiliate programs pay every month (like software subscriptions), while others pay one time (info products, physical products, etc.).

The fair commission rate for a physical product is around 10% to 15%; for subscription software, it's around 20% to 30%; and for a digital info product, you want at least 40% to 50%.

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 to the website of the whey protein company and do a search for "affiliate" and find their affiliate page. Register for their program and get your tracking link.

You could even contact other people selling products you know your audience will like (for example, an info product) and ask the author to give you an affiliate link. You will easily find popular products if you spend some time on Twitter (they'll be shoved into your timeline repeatedly).

Once you have your affiliate link, let your followers on Twitter know that they can get this product from your link.

Mungerisms • Charlie Munger Bot • See Pinned Tweet @... · Apr 10 · ...
"You have to learn all the big ideas in the key disciplines in a way that they're in a mental latticework in your head and you automatically use them for the rest of your life."
- Charlie Munger

Get the 100 Mental Models Program:

100 MENTAL MODELS
- BE RATIONAL -

100 MENTAL MODELS
Do you want to think better? The world is complex and interconnected, and we need to understand the big ideas from big disciplines, in order ...
gumroad.com

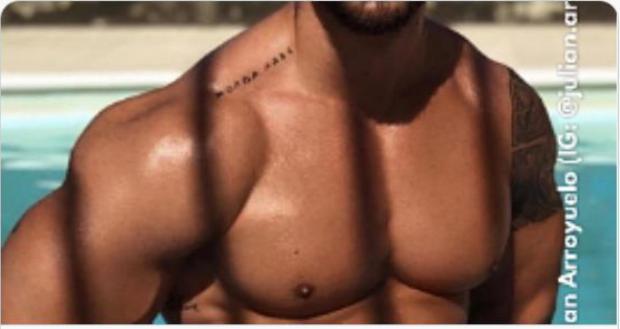
1 7

An example post with an affiliate link.

The Art of Twitter: A Guide to Building a Twitter-Based Business

>You Retweeted

 **LifeMathMoney** @LifeMathMoney · Apr 8
If you've gained weight in the lockdown
and you're looking for a way to fix that FAST
Check out [@HerculeanStren1's Summer Superhero program](#)
(It contains a no-equipment option too for those stuck at home)



an Arroyuelo | IG: @julian.ar

Summer Superhero: Your Radical 12-Week Summer Program to Get In ...
This program is designed to get you into shape FAST. After a year of lockdowns and gym closures, many people around the world have let ...
[\\$ gumroad.com](#)

2 7 45

An example of me recommending an affiliate product I liked.

Some people feel that affiliate marketing “doesn’t make that much,” but they don’t know what they’re talking about. I do, which is why you paid for and bought this guide (because you wanted to learn), so don’t let any mental blocks hold you from affiliate marketing.

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It's the best noob friendly way to start making money online, and, in fact, let me show you proof of how much money you can make with it:

The screenshot shows a sequence of notifications and an email from the Gumroad app and its inbox.

- Notification 1: Gumroad, 2:19 PM. You helped Wisdom Theory make a sale. You helped Wisdom Theory make a sale....
- Notification 2: Gumroad, 2:17 PM. You helped Wisdom Theory make a sale. You helped Wisdom Theory make a sale....
- Notification 3: Gumroad, 12:49 PM. You helped Wisdom Theory make a sale. You helped Wisdom Theory make a sale....
- Notification 4: Gumroad, 11:31 AM. You helped Wisdom Theory make a sale. You helped Wisdom Theory make a sale....
- Notification 5: Gumroad, 11:21 AM. You helped Wisdom Theory make a sale. You helped Wisdom Theory make a sale....
- Notification 6: Gumroad, 11:19 AM. You helped Wisdom Theory make a sale. You helped Wisdom Theory make a sale....
- Email: You helped Wisdom Theory make a sale. (Inbox) Yesterday to me

You helped Wisdom Theory make a sale.

Wisdom Theory just made a sale of 100 MENTAL MODELS to [REDACTED] thanks to you! The purchase price was \$39.99. We've updated your balance to reflect your 60% fee (\$23.99).

Thanks for being a part of the team.

Best,
The Gumroad Team.

Still don't believe me? Here's some more:

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8:42 Web LTE LTE1 4G all 64% X

RESULTS IN MAIL

Gumroad 1:52 PM
You helped ADVANCED TACTICS TO SED...
You helped ADVANCED TACTICS... Inbox ☆

Gumroad 10:44 AM
You helped ADVANCED TACTICS TO SED...
You helped ADVANCED TACTICS... Inbox ☆

Gumroad 10:27 AM
You helped Atlas make a sale.
You helped Atlas make a sale. Atl... Inbox ☆

Gumroad 9:45 AM
You helped ADVANCED TACTICS TO SED...
You helped ADVANCED TACTICS... Inbox ☆

Gumroad 6:54 AM
You helped ADVANCED TACTICS TO SED...
You helped ADVANCED TACTICS... Inbox ☆

Gumroad 2:35 AM
You helped ADVANCED TACTICS TO SED...
You helped ADVANCED TACTICS... Inbox ☆

Gumroad 2:02 AM
You helped ADVANCED TACTICS TO SED...
You helped ADVANCED TACTICS... Inbox ☆

Gumroad Apr 10
You helped ADVANCED TACTICS TO SED... Inbox

8:44 Web LTE LTE1 4G all 64% X

You helped ADVANCED TACTICS TO SEDUCE YOUNG WOMEN make a sale. Inbox

Gumroad 9:45 AM
to me X

You helped ADVANCED TACTICS TO SEDUCE YOUNG WOMEN make a sale.

ADVANCED TACTICS TO SEDUCE YOUNG WOMEN just made a sale of Womanese 101: The Secret Language of Women to [REDACTED] thanks to you! The purchase price was \$59.99. We've updated your balance to reflect your 60% fee (\$35.99).

Thanks for being a part of the

Do the math yourself.

(Fun fact: The gumroad sales screenshot I shared with you in the beginning of this guide only shows you sales of LMM products. Affiliate commissions are over and above that.)

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 very 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 signup 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. I recommend signing up for USA and India. That's where most of the population of the world is.

Amazon Affiliate Disclosure

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 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 was 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.

Make sure that the product you sell has *relevance*.

Income Stream 2: 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 use Gumroad because it is 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

 **LifeMathMoney** @LifeMathMoney · Dec 22

You can get Live Intentionally: A 90 Day Self-Project at a 20% New Year Discount until 1st Jan, 2020.

gumroad.com/l/tough/STRONG...

Use code: STRONG2020

Enter the new year with some extra momentum - just when others are slowing down and taking it easy!



Live Intentionally: Discipline, Mindset, Direction - A 9...
Do you want more out of your life? Live Intentionally is a 90 Day Self-Project that can help you achieve your ...
gumroad.com/l/tough/STRONG...

6 10 62

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

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A screenshot of a Twitter profile. At the top, there's a banner with the text "GET RICH. GET FIT. GET SMARTER." and "LEARN WHAT THE SCHOOLS WON'T TEACH YOU". Below the banner is a circular profile picture of a man with short hair and a small earring. To the right of the profile picture is a blue button with white text that says "Edit profile". Below the profile picture, the username is "LifeMathMoney" and the handle is "@LifeMathMoney". The bio text reads: "Get Rich. Get Fit. Get Smarter. Learn what the schools won't teach you. lifemathmoney.com | 90 Day Discipline: [gum.co/tough](#) | Telegram: [telegram.me/lmmstrong](#)". Below the bio, there's a link icon followed by the text "Newsletter and other links: newsletter.lifemathmoney.com" and a calendar icon followed by the text "Joined May 2018". At the bottom of the profile section, it shows "240 Following" and "214.4K Followers".

The sales link in the bio. Nice and visible.

Tweet the links to your own products out frequently – I'd say at least once every 2 days.

Try different sales tweets, and you'll learn really fast which types of sales tweets work and which don't.

Income Stream 3: Selling Consulting

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. You won't even need to hunt for clients. As your account grows, people will come in your DMs asking you if you do consulting work.

After affiliate marketing, it's the easiest way to monetize your account and learn about the problems of your audience (useful for future product ideas).

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.

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woman is, is a wonderful thing.
— Patrice O'Neal —

Follow

The Honest Misogynist™

@honestmisogyny Follows you

| Mentor of Broken Men | Fixer of Relationships | Empowerer of Males | Speaker of Truths | DM for Consulting |

⌚ The heart of a woken man 📅 Joined January 2019

146 Following 6,243 Followers

You can charge whatever price you feel is fair – but make sure you consider that selling time is not a scalable business.



Daygame Charisma

@DaygameCharisma



Daygame Charisma @DaygameCharisma

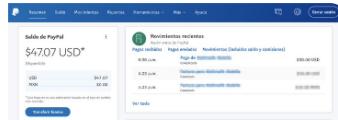
Learn how love actually works. Social Skills to meet and date beautiful women

71 Following 7,203 Followers

📅 Joined April 2020

Hi Harsh, just wanted to say: thank you!

I bought "The Art of Twitter" 3 weeks ago, and yesterday I made my first \$50 USD online through this profile



Saldo de PayPal	\$47.07 USD*
VISA XXXX	201.00 00.00
Total	\$47.07 USD*

Nuevamente iniciadas	Resumen de la compra
Agencia de viajes	Reservación (Reserva solida y constante)
Pago de \$47.07 USD*	\$47.07 USD*
0.00 USD	Reserva para destino destino
0.00 USD	\$47.07 USD*
0.00 USD	Reserva para destino destino
0.00 USD	\$47.07 USD*

Excited for the future!



Congrats on LMM turning 2 years! 🎉

May 17, 2020, 8:09 PM

You accepted the request

Thank you for your support, and congratulations!

There are many people who have used this guide to start successful consulting businesses. It's one of the easiest ways to make money, since your tweets already demonstrate that you know about a certain topic.

How to Price Yourself (Consulting)

Here is a simple price discovery algorithm:

1. Decide how many hours you want to sell each week.
Let's say 4 hours.
2. Start with a base price of \$50/hour.
3. If you find that you're consistently overbooked (i.e., you're selling more than four slots (of 1 hour each) every week, raise your price by \$25.
4. If you find that you're still consistently overbooked, raise your prices again.
5. Keep doing that until you're selling all of your 4 slots, but no more and no less.

In general, as your audience grows, so will your prices, as you'll have more high-paying clients bidding for your limited slots.

Income Stream 4: Donations

This 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.

Income Stream 5: Paid Membership Group

This is a good way to make some recurring income.

You create a Telegram or Discord group pertaining to a particular topic and you charge \$10 - \$100 (usually \$20) a month for people to join your group. You could create exclusive content for this group to get your biggest fans to join you.

These groups can be about anything. Many that I've seen are about:

1. Copywriting groups
2. Fitness groups (where the members can post their specific fitness questions and have them answered by the group owner)
3. Stock or crypto trading membership group (where the group owner shares his trading advice and strategy for the day)
4. Just exclusive content of the same type as your Twitter.

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 **Joe Hart** @CoachJoeHart · Mar 6 · ...
The Profit Combo Meal 🔥

Anyone who joins PFP today will also get The Flip List app + The Art Of Flipping for Free.

- profitable leads
- weekly webinars
- monthly contests
- online monitors
- chats for US, UK, and Canada

This link only



Products for Profit
JOIN OVER 1500 OTHER MEMBERS IN REACHING FINANCIAL FREEDOM
WITH RETAIL ARBITRAGE. Products for Profit is...A Community- Join ...
gumroad.com

2 3 15

For example, here is a popular membership group pertaining to reselling products. It costs \$99/month or \$950/year.

Depending on which niche you're in, people will pay big money to be a part of an exclusive group with other people of similar interests.

Income Stream 6: 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.

Note that selling retweets is against twitter rules, so if you're going to do it, don't do it via DM.

People will reach out to you asking if you do paid retweets, and ask them send you an email or contact you via telegram.

Discuss terms and do you deal off Twitter.

Pricing advice: I've never sold a single retweet myself, but for the purposes of this guide, I've asked around, and the market rate seems to be about \$300 per 10,000 followers you have – for a monthly deal where you retweet one tweet of the client per day.

If you have 50,000 followers, you'd charge them \$1,500 per month for retweeting one tweet per day.

Recommended Monetization Roadmap

This is the roadmap I recommend following for monetizing your twitter account.

- **Don't do any monetization till you reach 2,000 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 or 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!

Module 11: 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. Saying things like, “All [age group] are leeches and don’t deserve any support from us” ([yes, seriously](#)).
3. 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”.

4. Sharing other people’s private information or threatening to share other people’s private information.
5. [Anything about COVID-19 that the mainstream disagrees with.](#)
6. 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.
7. Encouraging people to harass someone. (Calling the social media mob on someone.)
8. Replying to someone (including quote tweets) with sexual insults – such as asking someone to “suck my dick” or calling someone a “dick” or 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.

Module 12: 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 5,000 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.

Thank You.

Thank you for buying *The Art of Twitter*. It means a lot that you have trusted me and I hope that you found this book useful.

Make sure that you don't just read it and forget about it – the guide works. We have sold a lot of copies and hundreds of people have made their first dollar online because of it. **You can do it too.**

Make sure you log back into Gumroad and click the “five stars” button on the day you make your first dollar with it! It really helps me out and means a lot to me.

In case you have any questions about this guide, or you found some new strategies for growth and monetization that you would like be included in the future editions of this guide, please send me an email at admin@lifemathmoney.com, and I'll be happy to assist you.

Make sure you send me a DM when you hit 10k as well! I always like seeing those messages.

Have a good day, and I hope this guide makes you a lot of money soon.

With love and best wishes,

Harsh Strongman