

How To Leverage Threads



Content - How To Write Threads



29 min



1.2x

29 min ⚡ 24 min

I want to make this clear:

Threads should be the first thing to go if you are feeling overwhelmed. Focus on quality newsletters and tweets above all.

Do not try to force them into your content ecosystem if

It is better to have few, well-written, and strategically placed threads for:

- Building authority
- Launching a lead magnet, product, or service
- Bringing in more leads and sales for your products and services

They are also incredible for growth when you are just starting out — but only if you can get eyes on them. If you don't have anyone to boost your threads (from networking with others or paying for shares) then I would focus on well-written tweets, replies, and developing your thoughts in your newsletter.

From what I can remember, I did not write threads for the first 3-6 months of my Twitter journey. No matter how necessary people may make them seem, they are not.

They are a bonus, not a necessity.

The thing is, you WILL need some deeper content to build authority, trust, and eventually make an income. If it's a battle between threads or newsletters for you, **and you can't nearly force the threads to go viral with retweets**, I would drop the threads from your weekly content flow — *but write them when it's time to establish authority in a specific area.*

Threads are just expanded tweets. (Or other validated ideas you have).

If a tweet did well for you, you can almost guarantee it will do even better as a thread.

“Focused work” tweets always did well for me:



DAN KOE
@thedankoe

You can drastically change your life in 3-6 months with 1 hour a day of pure focus

So I turned it into a thread:



DAN KOE
@thedankoe

4 hours of focused work a day for 6 months
will change your life

Here's how

- THREAD -

The best way to learn thread writing is the same you would anything else.

Understand the principles (this course), choose a thread to emulate, come up with an idea, outline it, write it, post it, get better next time.

How To Pick A Thread Topic

There are a few types of threads that do very well:

- A numbered list with short or long insights about each point.
- A story of yourself or a client that accomplished something your audience wants to accomplish. (Transformation)

- Search for multiple variations of an idea you have on Google and make your own spinoff of a blog or YouTube video headline.
- Calling out a problem your target audience and teaching them how to solve it.

This part should be easy. Type parts of your into Google, YouTube, Medium, or just go off the top of your head.

Take note of the headline and key talking points.

Principles Of Thread Writing

Threads are about 3 things:

1. Giving your unique perspective on a particular topic
2. Building your expertise and authority in the Twitter space (usually beginner level)
3. Growing fast and having more potential virality

One great thread can change everything:

- It can bring new opportunities to your DMs
- It can pull in 500-5,000+ followers if it gets traction
- You can include a strong call to action for your products, services, or lead magnet (and get much more out of it than tweets alone)

Threads lead to more followers because you are holding attention longer.

You are building trust and giving people more of a reason to follow you.

There are 3 aspects of a thread — it is very similar to writing a newsletter.

1) The Hook

There are 3 things I want to remind you of:

- **Relevance** — how relevant is it to their everyday life? Resolved pains or potential benefits. What's in it for the reader?
- **Awareness** — is it simple or complex enough for the level of awareness you are targeting? Will they understand what you are about to show them?

- **Effort** — how fast will they receive the result (education, entertainment, or inspiration) and is it easy to get?

Keep these in mind when we dissect certain threads.

This is where you weave in the big problem, benefit, idea, timeframe, and possibly hint at a negative personal experience.

You are also keeping in mind different aspects of what catches attention from the Attention & Engagement Psychology section.

Every tweet is important, but if the first one doesn't capture their attention and spark curiosity, the rest of the thread will go unread. Not good.

2) The Body

As with any other piece of longer form content, outlining several key points will help you start writing much easier.

The thing that is different about threads than most other medium-form or long-form content is this:

Every tweet in the thread should be treated as a tweet itself.

You should be able to post EVERY tweet in the thread as a standalone tweet.

People will retweet and engage with these certain tweets in the thread which make it perform even better.

This is difficult. Don't stress too much over it. But if there's anything that will make you a more concise writer, it's trying to fit your point into a 280-character tweet within a thread.

Remember: throughout the thread, you can mention larger accounts that talk about that point. They may RT the thread and give it exposure.

3) The Call To Action

Threads are incredible for sending traffic, but there are a few things you can include when you are finished with the thread.

- Recap everything you talked about into a bullet point list (if applicable and doable)

- Ask people to either retweet the first tweet of the thread, follow you, or both
- Plug your newsletter, product, or service to not let the traffic go to waste (you are allowed to plug on every single thread because it is longer and more valuable).
- Optional: tag a list of people that inspired the thread or that are worth following, they may retweet your thread to give it more exposure.

Always send thread readers to a next step. Even if it's just asking them to follow you.

Be Careful

If you are writing an incredible thread to a small audience, you have to create a strategy for getting more eyes on it.

The best way to do this is with the Non-Needy Networking process.

Examples Of Great Threads & Why They Did Well



Blake Email
@heyblake

Bad hooks kill great content.

I studied 100s of threads to find hook formulas that win.

Here are 22:

(This may be a good thread to study for more thread hooks ;))

Why it did well:

- Negativity bias and calling out the problem in the first line
- Numbers and social proof in the second line
- Implying that there is an information gap to find out the 22 hooks



Julian Shapiro ✅

@Julian

THREAD: 10 significant lies you're told about the world.

On startups, writing, and your career:

Why it did well:

- Pattern interrupt with “THREAD” as the very first word
- A list with confidence and negativity bias
- Opens a curiosity loop



Naval
@naval

How to Get Rich (without getting lucky):

Why it did well:

- BIG benefit callout (from a believable source, Naval)
- It is highly relevant to many people and “without getting lucky” implies low effort



Nick Huber

@sweatystartup

I've gotten a lot of bad advice in my career
and I see even more of it here on Twitter.

Time for a stiff drink and some truth you
probably don't want to hear.



Why it did well:

- It makes people wonder “what bad advice?”
- It amplifies the problem in a unique way
- It hones in on negativity



humble defi farmer ▲

@PaikCapital

Turning \$134 into \$12,500/mo. without the fluff.

// THREAD //

Why it did well:

- Specific numbers and an implied transformation / benefit
- “Without the fluff” decreases effort



Dakota Robertson
@WrongsToWrite

23 sentences that'll improve your writing more than 12 years of English class:

Why it did well:

- Specific numbers again
- “Sentences” implies low effort and quick result
- It has high relevance to anyone that has taken an English class and may be interested in improving their writing

Dickie Bush
@dickiebush

The most creative company of the last 30 years:

Pixar.

Back in 2011, Pixar storyboard artist Emma Coats shared their "22 Rules For Storytelling."

And the rules are a must-read for writers, entrepreneurs, and anyone who wants to tell captivating stories.

Here's the breakdown:



Why it did well:

- Absolutes, exaggeration, and numbers in the first line
- More numbers implying an information gap in the 2nd line
- Audience callout in the 4th line
- Relevant and attention-grabbing image



Justin Welsh

@thejustinwelsh

Back in 2019 I made \$0 online.

3 years later:

- 175M+ impressions
- \$2.4M in online income
- 5 successful revenue streams

Here are my 15 dead-simple principles for building online:

Why it did well:

- Numbers and implying a problem in the first line
- Social proof and a transformation
- “Dead-simple” = low effort
- People love lists

I would highly HIGHLY recommend reading through these threads with the intention of understanding why they do well. How do they guide you down the page? This is how you start to develop a marketer's eye.

Start asking “why” when any piece of viral content crosses your eyes.

“Why did this catch so much attention?”

“Why did people click through to read the thread?”

An example of a failed thread:



Nick Huber

@sweatystartup

The hardest thing about entrepreneurship, real estate, or anything else worth doing:

You have to be able to look at incomplete information...

Or a complicated problem without a clear-cut solution...

And make a good decision on which way to proceed.

A thread



Another one from Nick but the initial tweet is too messy, it loses people's interest.

It doesn't have 1 big idea, it doesn't spark any curiosity, and I don't immediately see a "What's in it for me?" reason for me to continue reading.

Breakdowns Of My Threads

Why am I including this? Because it will give you a better understanding of how to write threads alone. You don't HAVE to rely on condensing your newsletter into a thread. However, knowing how to write threads on their own will help you condense your newsletter in a more impactful



Previous Lesson:

The APAG Writing Framework



Next Lesson:

Unlimited High-Performing Posts

Digital Economics

5% complete



Course Home



Module 1

Before We Begin

3/3



Important Course Updates & Information



The Kortex Workflow & Templates



The Notion Templates



Module 2

The Most Profitable Niche Is You

0/9



Creating Clarity