# The worst advice to grow your X account

### (what growth gurus don't tell you)



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It’s 1 AM and you’re lying in your bed

Scrolling X, looking at all the content that is getting 10 times more engagement

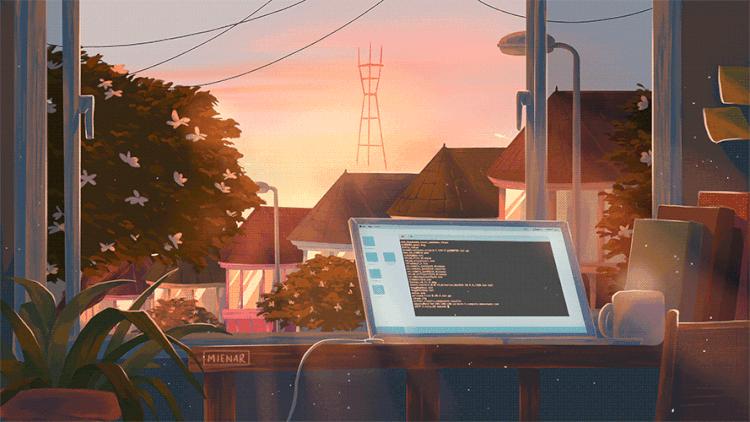
There is 1 question in your mind

##### “What am I doing differently?”

Here’s your answer: Lots of things

I recently reached 4,000 on my X accounts and I’ve not gone ‘Viral’.

You can buy 10 courses from 10 different creators. At this point, each user has a 'Twitter growth guide’ that you can use to grow your account. But let me tell you, as someone who has gone through 15+ guides, I’ve gained only a handful of knowledge.



All things are repetitive. They will tell you to:

##### 1. Fix your bio and profile. 2. Create lists of creators that you should engage with. 3. Write 50+ comments a day 4. Post at least 4 times a day

And I am sure this is something that you all are already doing. But here’s how you can nail this knowledge even more

1. A/B test of different bios by using [*Birdy.so*](https://flight.beehiiv.net/v2/clicks/eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1cmwiOiJodHRwczovL2JpcmR5LnNvP3ZpYT13dmFpdGgxeWwxcTJ5Zm8wejFkbCZ1dG1fc291cmNlPW5vdGFwcm9kaWd5LmJlZWhpaXYuY29tJnV0bV9tZWRpdW09cmVmZXJyYWwmdXRtX2NhbXBhaWduPXRoZS13b3JzdC1hZHZpY2UtdG8tZ3Jvdy15b3VyLXgtYWNjb3VudCIsInBvc3RfaWQiOiJiM2UxMTlmMi1jY2IxLTQzOTMtOWE5OS00MmViMmI0OGExNmMiLCJwdWJsaWNhdGlvbl9pZCI6IjhkMzAyN2JkLWRiMjQtNGQ2Zi04NjU3LWRkZmE5NzZlYjYwNyIsInZpc2l0X3Rva2VuIjoiNWJlZTg3MzctNGRjMy00OWRmLTg5ZGEtNWFkZGE0YWY0YzI3IiwiaWF0IjoxNzAzNDg5ODQ0LCJpc3MiOiJvcmNoaWQifQ.KdmB1-fZB_WYYGByJ8VqcJj43SguOKTCrDRfFgiKTNw)
2. Create a list of creators to interact with but, don’t create 1 list of 100 users. Instead - create 3 different lists with creators of varied follower counts
   1. Accounts with 100K+ followers
   2. Accounts with 10K+ followers
   3. Accounts with fewer followers you want to interact with

Give up on the belief that only big accounts will have valuable content. On the contrary, you’ll be surprised by the value these smaller accounts give.

1. When you engage, don’t set a timer for 1 hour for all your engagement. Instead - divide your day into 4 slots of 15 minutes in which you engage. That’ll make you more creative and allow you to reach a larger audience.  
     
   Moreover - your comments are an extension of your personality. Don’t just comment to add value. Comment to:
   1. build relationships
   2. add humor
   3. ask a question
   4. interact
2. Don’t post 4 times a day if that means you have to force your content. Content is king so everything on your account should spear for your brand - don’t post for the sake of it.

Just a reminder that I appreciate you reading till the end. If you find this useful - do share this externally and help me reach more people.

See you again!  
Smoul (the X creator)