

The Ultimate Twitter Growth Guide



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There are 100's of Twitter Growth Guides out there and what makes this any different?

The simple answer is I've spent thousands of dollars and 1,500+ hours to learn Twitter and am bringing that to you here today, for free.

THIS GUIDE IS GOING TO HELP YOU WITH FIVE KEY AREAS FOR YOUR TWITTER GROWTH:

01

Your profile

02

Tweets and threads

03

Spaces growth

04

Thoughts

05

Actions

Some of these are basics.

In order to convert, cover the basics and build on them.

01 YOUR PROFILE

When we analyze your profile, we are going to look at:

1. Banner - business card
2. Bio- elevator pitch
3. Profile picture
4. Consistency
5. Art Gallery

1.1 BANNER

Your banner is a business card.

When people see your page, they will make a decision to follow you in 5 seconds or less.

Your banner must make it clear who you are, and what you offer THEM.

It is not about you.

It is about THEM.

1.2 BIO

Your bio is an elevator pitch, which needs to answer:

1. Who is your audience
2. What are their pain points
3. How you can solve the pain points
4. Why they should believe you can do it

In short, who is your avatar, what is your content tilt, and what social proof can you provide.

1.2.1 Avatar

When you write, who are you writing to?

- How old is your audience?
- Are they male? Female?
- What are their needs?
- What do they desire?
- How can you help?

Each time you write a Tweet, or a Thread, write to your Avatar.

1.2.2 Content tilt

What is your unique talent?

How can you combine two skills into a superpower?

For example, are you an engineer who is a good public speaker?

Your content tilt is what will differentiate you from other accounts.

1.2.3 Social proof

Why should people believe in you?

Have you achieved what you write about?

Can you provide social proof for readers on what you bring to the table?

Demonstrate to your readers how you've resolved their pain points in the past.

1.3 PROFILE PICTURE

If you are anonymous, your profile picture should relate to your audience, your message, and should stand out.

If you have a personal account, your profile picture should sell your message and stand out in a profile feed.

How does your profile picture stand out?

Is the color consistent with your banner?

Does the color pop on the timeline?

Can you surround your profile picture with a colored ring to make it stand out?

When someone is scrolling the timeline, you want your profile picture to say come look at me.



1.4 CONSISTENCY

Your profile should be consistent with your:

- audience
- message
- content

The name in your banner, Twitter handle, and bio should align.

Your pinned tweet should align with your account message and purpose.

1.5 ART GALLERY

Your profile and feed is your art gallery.

It should display your content.

You may have guest exhibits.

They should be minimal, and the gallery should be cleaned out each night.

You can use certain automated tools to clean your gallery each night or at set intervals.

When you look at the feed for most large accounts you will see:

- 2 to 3 of their tweets
- 5 to 8 retweets
- Their tweets

Each night, they delete the Retweets they did that day, whether it was friends or content they valued.



02 TWEETS AND THREADS

For your tweets and threads, you are going to focus on a few things:

1. The message
2. The presentation
3. The delivery method

Within each of those, you are going to break it down further.

To operate at a high level you need ALL THREE of these elements.

2.1 THE MESSAGE

Are you writing for:

1. Engagement
2. To prove authority
3. To tell a personal story

Each type of message serves a different purpose.

You should be providing a balanced and consistent approach:

- 30% engagement
- 50% authority
- 20% personal

2.1.1 Engagement posts

Platitudes and questions are engagement posts.

They provide a lot of likes and interactions with your audience.

Sometimes, you court controversy to gain engagement.

These tweets will go viral and attract impressions and followers.

2.1.2 Authority posts

Authority posts convey your subject matter expertise, often demonstrated by threads:

- How to achieve X
- 15 lessons on how to do Y

These may get less engagement, but they will get a lot more follows. The right follows.

2.1.3 Personal stories

Your audience doesn't want to only hear about your success.

Your audience wants to hear how you've tried and failed in your life.

They want to hear your origin story, and that is what will bind your audience to you.

Authority posts bring them in, because they believe you can help them and entertain them.

They legitimize you.

Engagement posts keep them entertained on your feed and add some value to their life.

Personal stories bind them to you.

They're the glue.

2.2 THE PRESENTATION

Your tweet presentation matters.

Do not:

- use hashtags
- talk about multiple topics
- forget to format for mobile

More often than not, presentation is achieved by cutting out content. By simplifying.

For a thread, some thoughts:

- Write a killer hook
- Make each tweet retweetable
- Have a consistent message throughout

What I want you to focus on for your hooks is:

- Law of big numbers
- Court controversy
- Sell the value
- Credibility



2.2.1 Law of big numbers

People respond to big numbers:

- 90% of people don't achieve goals
- Elon Musk is worth \$273 billion
- 99.99% of people use Excel

Hooks with large numbers draw in eyeballs.

2.2.2 Court controversy

When you have controversy, you have engagement.

When you have controversy, you usually have two groups fighting for and against your thread.

In my Netflix post, I talk about “their rules” to create controversy.

To have people for and against Netflix.

2.2.3 Sell the value

Your hook needs to tell the reader that they should read past the fold.

Remember, it isn't click-bait unless the thread doesn't deliver.

Sometimes, it can be as simple as saying 14 lessons worth your time.

Sell it and make it worth their time.

2.2.4 Credibility

Use credibility in your hooks - personal or borrowed.

Personal credibility: I've purchased \$15 million in real estate. If I had to start over again, here's what I'd do.

Borrowed credibility: Jeff Bezos is worth \$153 billion, here are 14 lessons he teaches:



2.3 THE DELIVERY METHOD

Delivery can often be as important as the content and presentation.

If you write wonderful Tweets nobody sees, it won't help.

If you write a good tweet a lot of people see, it's better.

Consider:

1. engagement groups
2. delivery times

2.3.1 Engagement groups

Engagement groups can take many forms, whether formal paid groups or informal groups you set up. Keep it simple and aligned between people:

- like each other's content
- engage with each other

This provides exposure for your content.

2.3.2 Delivery times

Know the best time to post for you.

Know when your audience is awake and active.

Certain tools, such as Tweethunter will help you schedule your Tweets.

They will also allow you to retweet on a scheduled basis - invaluable.



03 SPACES GROWTH

Social media audio rooms are a hack.

They are a hack if you are legitimate and authentic.

We can all copy and paste platitudes, or hire a ghost writer.

Can you talk about your subject matter expertise on the spot when asked a question by your audience?

When you can speak to a full room on a subject matter area that adds value to their lives, you'll add followers.

A key is being authentic, and consistent, with your brand and message.

For instance, I do Spaces with three groups:

- wealth
- shadow work
- personal development

You can grow through Spaces by:

- Hosting a show
- Being a speaker
- Passively

If hosting:

- provide value
- foster engagement
- demonstrate authority



When speaking, add value, stay on topic, and don't hijack the space.

04 THOUGHTS

A few thoughts I want to talk about on your growth journey are:

1. Value over virality
2. Right reasons
3. Role models

Twitter Growth isn't easy.

It will be challenging if you aren't doing it for the right reasons and if you don't have the right role models.

4.1 VALUE OVER VIRALITY

Don't chase virality.

It can be easier to achieve.

It won't be the followers you want.

If your goal is to monetize, you want followers who align with your content and people who follow your viral tweets may not be that.

4.2 RIGHT REASONS

When your growth aligns with your values and purpose, it becomes easier.

As an example, I hold spaces on goals, mindset and success.

I do it to bring value to the audience, which will help us achieve our missions to help people.

4.3 ROLE MODELS

Determine who you want to model your growth after.

Having precedent accounts will help you chart a path.

Find people who align with your content and message.

05 ACTION

Everything until now has been “how to.”

It does not matter if you know how to do it, if you don't do the work.

To be successful, you will need to bust your ass, and how you do that changes over time:

1. Early days
2. Middle phases
3. Advanced game

5.1 EARLY DAYS

In your early days, you'll have to be relentless to start growing.

A lot of your growth will come from commenting on large accounts.

To be successful:

- comment early
- write value added comments
- target comments that can be shared

At this stage, start networking and researching engagement groups.

Target the following daily:

- 5 tweets
- 10 retweets
- 30 comments

Find large accounts that retweet people who quote retweet them with good comments, like I do.

Quote retweet them thoughtfully each day.

5.2 MIDDLE PHASES

When you cross 2,000 followers, you should start to write threads more consistently, at least weekly.

You should be established in formal or informal engagement groups, which will allow your threads to gain exposure and traction.

Build strong circles.

5.3 ADVANCED GAME

As you approach 10,000 followers, you should have developed your niche.

It should be clear that you're a subject matter expert in certain areas.

Lean into this in your threads and in Spaces.

Be the expert you can be and start to refine your circle.

BOTTOM LINE

If you don't write well, you won't succeed on Twitter. If you want to grow, though, it will take more than writing.

