

## Twitter Thread by Harry's Marketing Examples



**Harry's Marketing Examples**

[@GoodMarketingHQ](#)

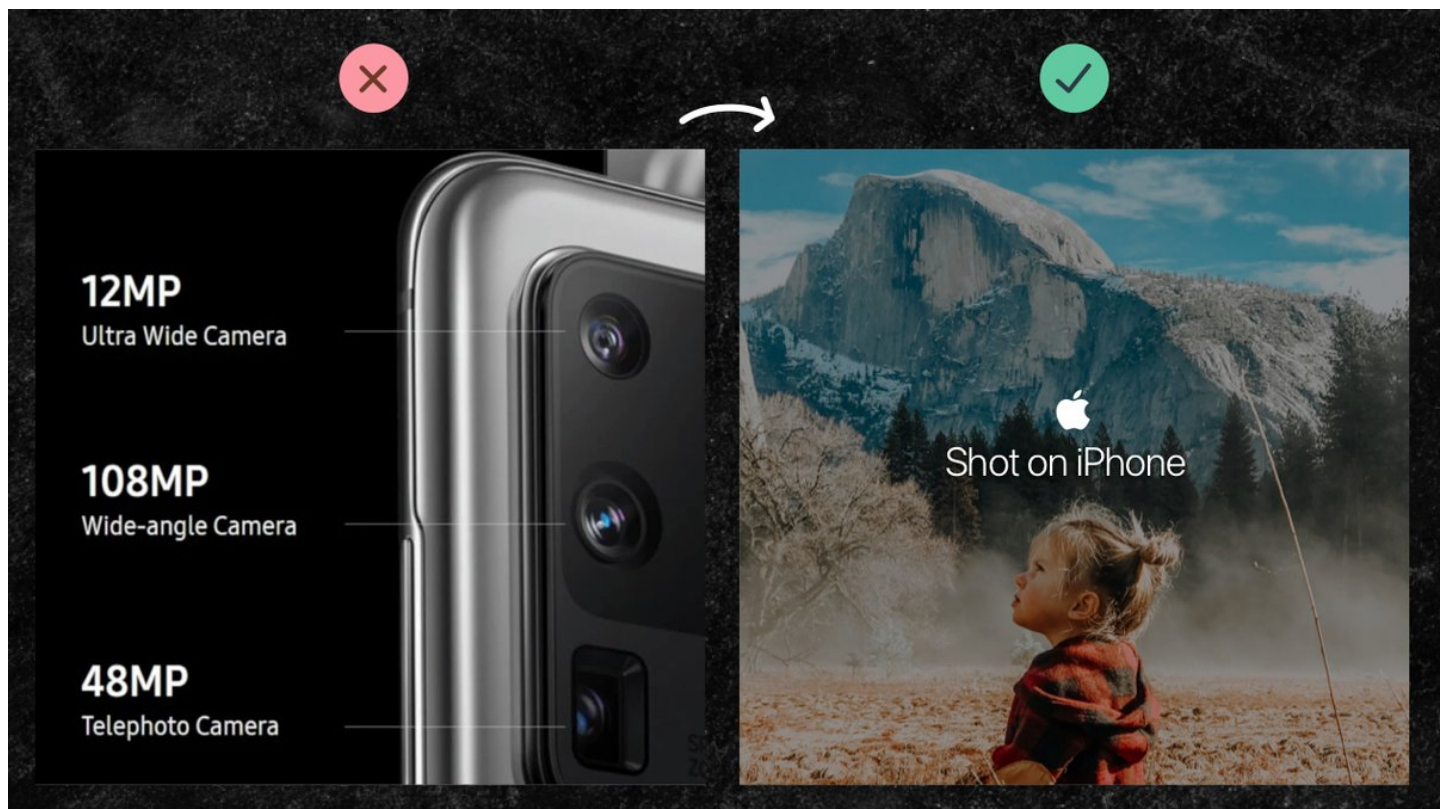


**100,000 followers. Wow. I remember the first 100.**

**Let's turn back the clock.**

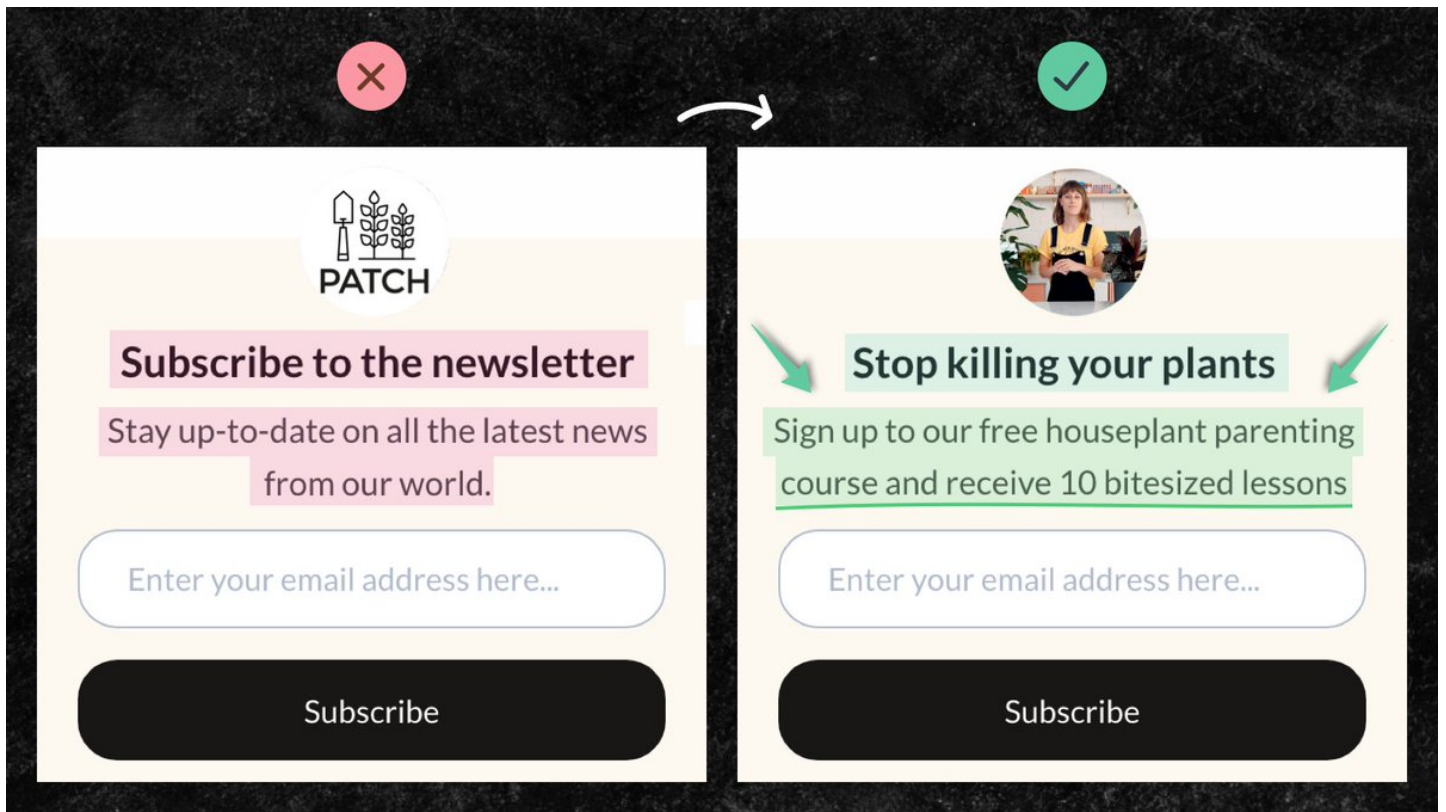
**Here's the 7 marketing tips YOU found most useful from the last two years ■■■■**

Sell outcomes, not features



Don't think about "capturing emails"

Think about creating something worth subscribing to

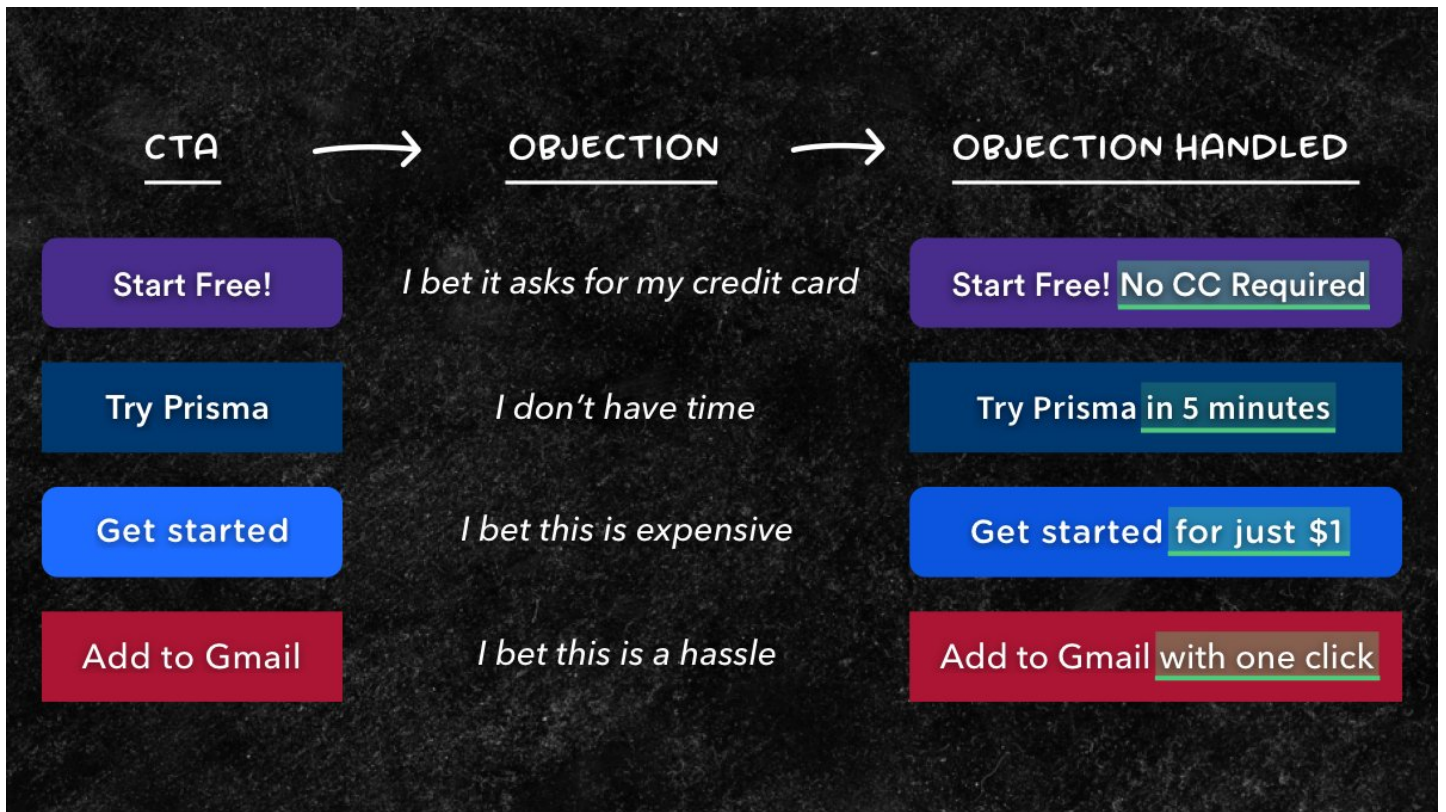


Rihanna's a great copywriter



Simple CTA trick:

Add a few words to your button to handle the user's biggest objection to clicking



My favourite landing page formula:

- 1/ Explain the value you provide (title)
- 2/ Explain how you'll create it (subtitle)
- 3/ Let the user visualise it (image)
- 4/ Make it believable (social proof)
- 5/ Make taking the next step easy (CTA)

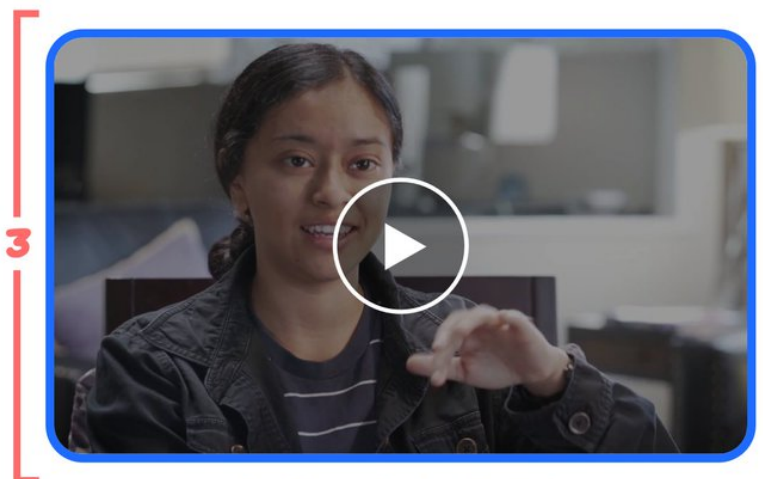
everydae

1 **Ace the SAT with just 10-minutes of studying a day**

2 10-min microlessons designed to boost confidence and make SAT strategies easy to remember.

5 **Get started for just \$1**

4  ★★★★★ (5/5 from 700+ users)



See Everydae in action :)

Hey Jane,

**Problem** — I'm a big fan of the podcast, but – I noticed the audio's a little crackly. Guessing you're using Zoom?





**Solution** — I run **Podcastr**. We record remote podcasts. But, unlike Zoom **we don't compress audio**. So I think you'd get a cleaner sound.

**Incentive** — If you'd like to give it a try, I'll credit your account with a few months free. Any questions? Happy to help.

Best, Harry

Same title. Same painting. Same subreddit. One gets 300 votes. The other gets 70,000.

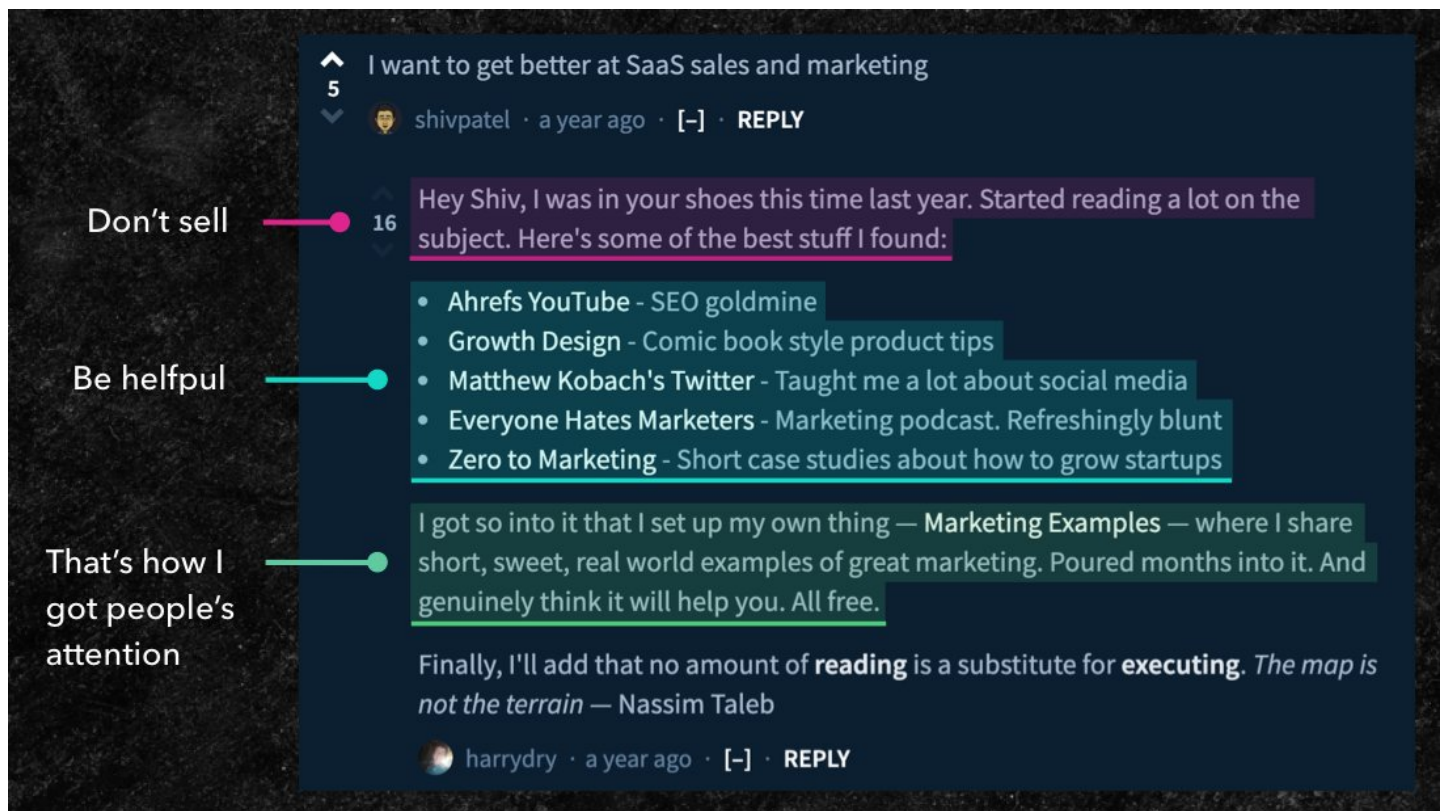
Make your marketing REALER.

<p>Made a watercolor painting of Geralt of Rivia from The Witcher :) <span>✗</span></p>  <p><span>↑ 367</span> <span>←</span>  r/gaming</p>	<p>Made a watercolor painting of Geralt of Rivia from The Witcher! 🐾 <span>✓</span></p>  <p><span>↑ 70.7k</span> <span>←</span>  r/gaming</p>
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100,000 is a lot. It's funny to look back.

I'd hang out on forums, help people out, and tell them about my site. That's how I started.

"You can't wait for users to come to you. You have to go out and get them" — @paulg



Anyhow. Thanks for reading the tips. And helping this grow. It means a lot.

I'll leave you with a photo of me making the website two years ago.

Excuse the ironing board and cardboard window. We'd just moved in.



PS — If you enjoyed these tips (and would like more) you might like my newsletter.

I know you're busy. It's short, sweet, and practical. Would love you to join ■ ■

Over and out — Harry

<https://t.co/7gnJQydfDz>