

Twitter Thread by [Justin Welsh](#)

[Justin Welsh](#)

[@JustinSaaS](#)



A Twitter audience is a massive asset.

I've added 37,196 followers in just 14 weeks.

Here are the 7 simple things I did:



1/ Built my publishing habit

In late October, I committed to publishing daily on Twitter.

I started with a "Happy {Day} to X" Tweet each AM.

I had 2 simple goals:

1. Build a habit of posting each day.
2. Put my name & face in front of people daily.

<https://t.co/ufDdSg9JJJa>

Happy Monday to everyone learning about business by starting one.

— Justin Welsh (@JustinSaaS) [December 13, 2021](#)

2/ An educational tweet each PM

Each afternoon, I share a lesson from my solopreneur journey.

Topics include:

- Audience growth
- Service businesses

- Building info products
- Using social media effectively

I pretend I'm writing to help ONE person.

<https://t.co/TZgqtYRZDw>

After 22 months, I crossed \$500k in course sales.

- 12 months to make the first \$100k
- 10 months to make another \$400k

All without running a single advertisement.

Ask me anything.

There's plenty I don't know, but I can give you my perspective \U0001f447 pic.twitter.com/ydMjdP7Lpd

— Justin Welsh (@JustinSaaS) [January 14, 2022](#)

3/ A step-by-step thread once weekly

Weekly threads power my growth.

I gained thousands of followers by sharing detailed threads.

My goal is to walk someone step-by-step through something critical in solopreneurship.

<https://t.co/NxMdQiFKch>

I made \$0 online in 2019.

3 years later:

- 100M+ impressions
- \$1.7M in online income
- 4 successful revenue streams

What changed?

I started writing online every day.

Here's my simple 4-step process.

[Short \U0001f9f5]

— Justin Welsh (@JustinSaaS) [January 26, 2022](#)

4/ Engage with 5-8 interesting people each week

Make it a habit to build connections.

Here are some smart folks I've chatted with, just to jam out:

[@ecomchasedimond](#)

[@JamesonCamp](#)

[@Nicolascole77](#)

[@OneJKMolina](#)

[@TheDanKoe](#)

[@dickiebush](#)

[@landforce](#)

[@aaditsh](#)

It's "social" media.

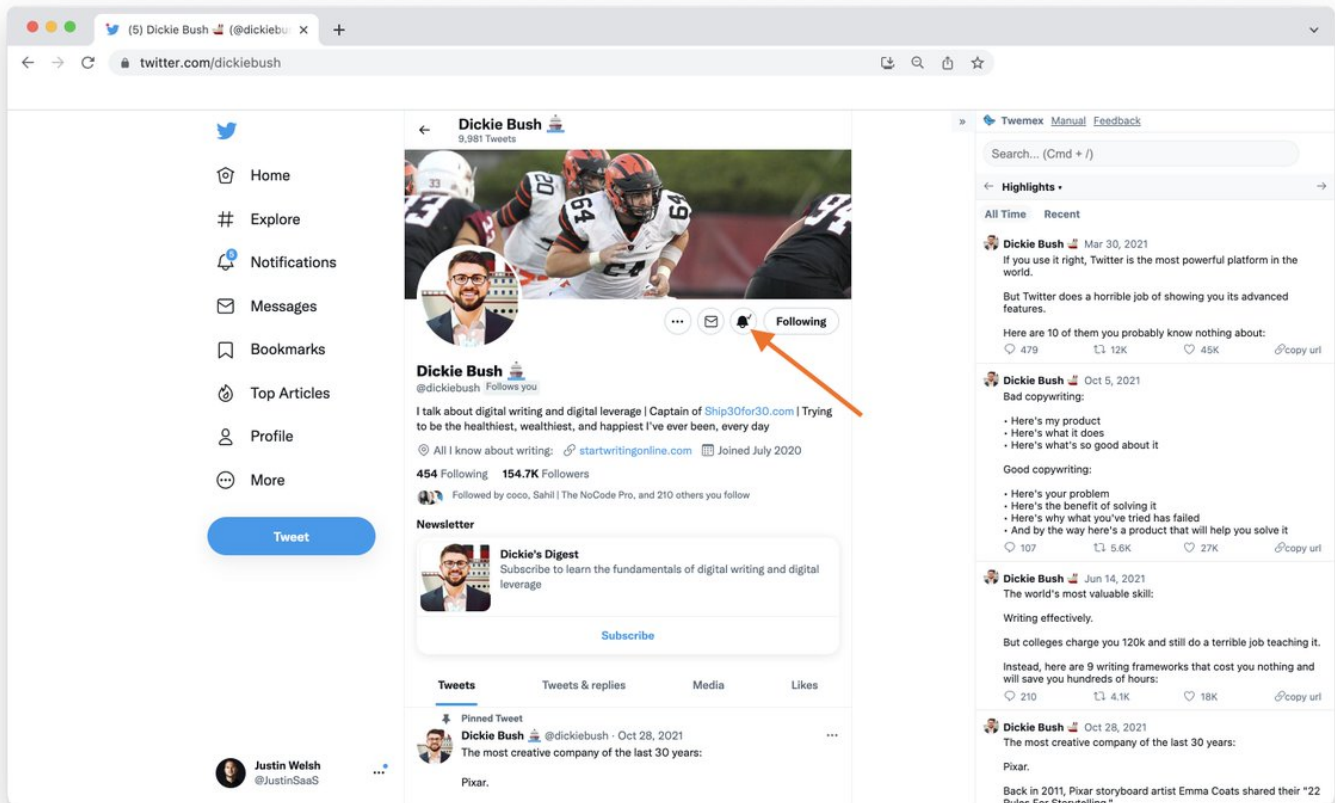
[@ecomchasedimond](#) [@JamesonCamp](#) [@Nicolascole77](#) [@OneJKMolina](#) [@thedankoe](#) [@dickiebush](#) [@landforce](#) [@aaditsh](#)

5/ Comment underneath large accounts

One of the best ways to gain visibility here is to participate.

- Find interesting, large accounts
- Set up automatic notifications
- Read each of their Tweets
- Add valuable comments
- Engage

It's literally that easy.



[@ecomchasediamond](#) [@JamesonCamp](#) [@Nicolascole77](#) [@OneJKMolina](#) [@thedankoe](#) [@dickiebush](#) [@landforce](#) [@aaditsh](#)
6/ Eliminated the "touch base" Tweets

After 90 days, I had a publishing habit.

So I stopped the daily, "Happy Weekday" AM posts.

They weren't adding much value.

I started writing entertaining content or 2x'ing educational Tweets.

<https://t.co/BFi6n6Mwo6>

4 types of content builds a following:

1. This person teaches me
2. This person entertains me
3. This person makes me think
4. This person understands me

That's about it.

— Justin Welsh (@JustinSaaS) [January 24, 2022](#)

[@ecomchasediamond](#) [@JamesonCamp](#) [@Nicolascole77](#) [@OneJKMolina](#) [@thedankoe](#) [@dickiebush](#) [@landforce](#) [@aaditsh](#)
7/ Improved my "inspiration" swipe file

Writing a lot of Tweets means constantly being inspired.

Here are the tools I use to find that inspiration:

[@hypefury](#) (Tweet templates)

[@TwemexApp](#) (User's best Tweets)

[@typeshare_co](#) (Thread templates)

[@TwitterBlue](#) (bookmark fave Tweets)

[@ecomchasediamond](#) [@JamesonCamp](#) [@Nicolascole77](#) [@OneJKMolina](#) [@thedankoe](#) [@dickiebush](#) [@landforce](#) [@aaditsh](#)
[@hypefury](#) [@TwemexApp](#) [@typeshare_co](#) [@TwitterBlue](#) And that's it.

TL;DR

- 1/ Built publishing habit in the AM
- 2/ Educated my audience each PM
- 3/ A step-by-step thread once weekly
- 4/ Engage with 5-8 people in my niche each week
- 5/ Commented underneath large accounts
- 6/ Eliminated what wasn't working
- 7/ Setup inspiration tools

[@ecomchasediamond](#) [@JamesonCamp](#) [@Nicolascole77](#) [@OneJKMolina](#) [@thedankoe](#) [@dickiebush](#) [@landforce](#) [@aaditsh](#)
[@hypefury](#) [@TwemexApp](#) [@typeshare_co](#) [@TwitterBlue](#) I hope you found this thread valuable.

If you enjoyed it:

1. Give me a follow for more threads on solopreneurship → [@justinsaas](#)
2. Join my newsletter, The Saturday Solopreneur for 1 tip on growing your audience & online business each Saturday AM → <https://t.co/Bc6J7KbNqS>