Twitter Thread by Matthew Paik



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Write a free ebook and make $25,000 from it

// THREAD //

You've heard it before
>> write an ebook
>> charge $10 for it
>> sell to 10 people
>> yay you made $100

This is entirely different.

Let's start.

1. Think big

You're not going to create a twitter growth guide.

You're going to create the most insane lead magnet to get you an innumerable amount of leads for your business/agency.

That's when your ebook becomes worth it.

2. What to write on

It has to be so relevant + actionable that prospects go out of their way to contact you

Market research will GIVE you what to write about
>> what problems + solutions exist in niche
>> direct steps to use solution to fix problem
>> get personal, be concise

3. Positioning

What does a free ebook that is actually valuable and actionable to do for you?

It positions you as an EXPERT.

You know them, and they can tell.
You know how to help, and they can tell.

THAT IS YOUR GOAL.

4. Drive traffic

Without traffic, your ebook is useless.
>> run fb ads to a landing page
>> post organically in groups
>> send through your fav outreach channel

Have an easy way for prospects to find/contact you through your ebook.

Do NOT pitch your offer in it.

5. Hot leads only

Why shouldn't you pitch your service/offer?

1. It undermines all the value you just gave
2. Everyone does it..you're now the same
3. You want only EAGER, HOT leads to show up at your doorstep

The people who contact you on their own are the hottest leads ever.

6. How the math works

Yes, you have to pay for whatever outreach you do.

Your ebook cost?
$0

Every hot client you sign?
$2500/mo.

Long term goal?
10 clients

$25,000/mo - outreach costs.

You should have 60-80% margins.

BOOM.

If you finished reading this and curious how in the world do you learn a skill worth $2500 and also get businesses to willingly pay you this...

Just read this
https://t.co/aRdG6vCQca

And if you already have the skills, get this
https://t.co/hxS31oESeU

Thanks everyone :)