

Twitter Thread by [Alex Llull](#)

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[@AlexLlullTW](#)



A big part of my tweets are inspired by other people's content.

I bookmark everything that looks interesting and go there when in need of inspiration.

This is a thread-recap of the best-saved tweets from 2020 (for me at least) and what you can steal from each one. ■■



The year chart by [@jakobgreenfeld](#)

What to steal: the idea and the design

Create a chart with the key moments of your growth. It's a great reflective exercise for you and it can be a great learning experience for your audience.

<https://t.co/iWp9zqEaND>

Here's roughly how I grew from 0 to 1400 followers in 4 months. <pic.twitter.com/NqY54cWXpC>

— Jakob Greenfeld (@jakobgreenfeld) [December 15, 2020](#)

Let's collaborate by [@aaraalto](#)

What to steal: the idea.

Creating a blank piece of content (could be a sentence, a design, a video...) that your audience can later use.

<https://t.co/wTinlFSCeE>

Let's collaborate

Step 1: Take this image

Step 2: Be creative with it

Step 3: Reply with your creation <pic.twitter.com/xCcCShLvdI>

— Aaron Aalto (@aaraalto) [December 17, 2020](#)

Advice to first-time info product creators by [@dvassallo](#)

What to steal: the insight

This tweet was one of the sparks for me writing the Twitter Thief (\$1,3k revenue says it's good advice)

<https://t.co/zGYo5QIHkJ>

My advice to first-time info product creators:

1. Start with a very small product.
2. Choose a topic you know well that will almost write itself. Avoid doing research.
3. Timebox production to 2 weeks.
4. Charge \$10.
5. Promote it!

All the lessons are in #5. Best of luck!

— Daniel Vassallo (@dvassallo) [July 26, 2020](#)

How to be a better writer by [@JamesClear](#)

What to steal: the insight

A world-class writer giving free writing lessons. The tweet is from 2019 but I discovered it this year.

<https://t.co/NcHtY3mQbW>

How to be a better writer:

- write about what fascinates you
- make one point per sentence
- use stories to make your point
- cut extra words like \u201creally\u201d and \u201cvery\u201d
- read the whole thing out loud
- post publicly (you\u2019ll try harder when you know others will read it)

What else?

— James Clear (@JamesClear) [July 5, 2019](#)

Ranked by [@uxblake](#)

What to steal: the style

This is a great way to visually rank something. The green emojis really stand out on the timeline

<https://t.co/B95LbYQIZ7>

Platforms ranked by ease of mastery:

(1-easy, 5-very difficult)

LinkedIn 🟢

TikTok 🟢🟢

Instagram 🟢🟢

Facebook 🟢🟢🟢

Snapchat 🟢🟢🟢

YouTube 🟢🟢🟢🟢

Podcast 🟢🟢🟢🟢

Twitter 🟢🟢🟢🟢🟢

— Blake Emal (@uxblake) November 24, 2020

Progression by @gumroad

What to steal: the style

Perfect to emphasize a process and the possible outcomes.

<https://t.co/GfVU0Q6DI8>

If you can make \$1 you can make \$10.

If you can make \$10 you can make \$100.

If you can make \$100 you can make \$1,000.

If you can make \$1,000 you can make \$10,000.

If you can make \$10,000, you can earn a living.

— Gumroad (@gumroad) March 29, 2020

Levels of X by @vanschneider

What to steal: the style

Use it to visually represent the different levels of anything.

<https://t.co/pNnjuA48Ct>

[Level of effort]

IIIIIIIIIIIIIIIIIIII Creator

IIIIIIII Curator

III Consumer

[Distribution within a given group]

III Creators

IIIIIIII Curators

IIIIIIIIIIIIIIIIIIII Consumers

— \U0001d413\U0001d428\U0001d41b\U0001d422\U0001d41a\U0001d42c \U0001d42f\U0001d41a\U0001d427
\U0001d412\U0001d41c\U0001d421\U0001d427\U0001d41e\U0001d422\U0001d41d\U0001d41e\U0001d42b
(@vanschneider) September 13, 2020

3 steps to X by [@jackbutcher](#)

What to steal: the idea and style

Use it to describe something that can be done in 3 steps. Keep it simple and impactful. Remember to number each step.

<https://t.co/X3lxpwtBMf>

3 step content strategy:

1. Make noise
2. Find signal
3. Amplify signal

— Jack Butcher ([@jackbutcher](#)) [September 10, 2020](#)

Multimention by [@mkobach](#)

What to steal: the idea and style

Multimention tweets always work well and get good engagement. Don't abuse it though!

<https://t.co/GLxEFnWt3p>

Twitter University

Freelancing: [@kvllly](#)

Social: [@donyetaylor](#)

Strategy: [@zoescaman](#)

Managing: [@jenalyson](#)

Gaming: [@erinasimon](#)

Investing: [@Lizquidity](#)

Marketing: [@JunaeBrown](#)

Copywriting: [@VikkiRossWrites](#)

Self-improvement: [@galjudo](#)

Mental health: [@dremilyanhalt](#)

Badassery: [@cindygallop](#)

— Matthew Kobach ([@mkobach](#)) [August 9, 2020](#)

The build-up by [@shl](#)

What to steal: the style

Use this format to build up to a conclusion. Use the blank space for a better visual effect.

<https://t.co/layVs9CLsz>

Turn your time into skill.
Your skill into authority.
Your authority into an audience.
Your audience into an income.
Your income into freedom.

And your freedom into others\u2019.

— Sahil (@shl) March 12, 2020

Steps with emojis by @lennysan

What to steal: using emojis to emphasize your message

A great example of how to properly use emojis to double down on your message.

<https://t.co/qvEbs3SCfC>

The five newsletter jobs-to-be-done:

1. \U0001f606 Entertain me (e.g. @TheBrowser)
3. \U0001f914 Make me smarter (e.g. @web)
3. \u261d\u270f Keep me informed (e.g. @thedispatch)
4. \U0001f914 Make me money (e.g. @kevinmuir)
5. \u270a Help me feel like I'm part of something bigger (e.g. @emorwee)

— Lenny Rachitsky (@lennysan) July 9, 2020

And that's it!

These are some of the tweets I kept in my stash this year and that have inspired a LOT of my own content.

I saved a few more for my blog■ <https://t.co/Xjxo4yYDRY>

If you liked the thread, please like and RT the first tweet so it can reach more people!

I'll do a similar post soon but with threads, so follow me to keep an eye for it!