

Tweet Hunter U

The Ultimate Twitter

Growth Guide.

What regular growth guides won't tell you

 **Exercises included!**

**Available exclusively to Tweet
Hunter users**

Introduction

This isn't a regular Twitter course

Welcome! You made a good choice.

When we wrote this guide up we had one goal in mind: make it simple. Audience building is not easy. But it is very simple: if you get what you want from it you win.

It could be money. Connections. A network. Leverage. Or the ability to build pretty much whatever you want and get paid for it. That second step is very important. Get paid for it. We're not running a blog here. We're running a business. If you're going to spend time and effort in putting yourself out there, there has to be some kind of return.

This guide is designed to get you that return.

You'll find stuff you haven't found before. Tricks we use as ghostwriters, makers and influencers. Stuff we usually charge hundreds of dollars for to reveal in strategy calls. We'll show you how to think (long term) and what to do (short term). And if you apply Tweet Hunter U, you should get results within weeks. (Heck, the DM section alone should take you far).

This works if you work. No magic pill here. No guaranteed results unless you sit down to get what you came for:

Building a monetizable, high quality audience. Fast.



What we'll cover

Why Twitter?

Twitter mentality

The winner factor

Networking

How NOT to network

How to network

Sales

Reality check

Marketing problems

Crafting a good offer

Getting traffic

Followers

Why do people follow?

The Initial Valley

Follower cheat sheet

Engagement

Repurposing tweets

Being entertaining

How we can help



Why Twitter?

"Fish where the fish are"

#1 - Reachable high performers everywhere

The people you want to connect with are already hanging out here. And it's not that hard to get their attention. Just have a skill they don't. Or help them make more money. Then they are going to be the ones wanting to connect with you.

#2 - Growing is easy

We'll see that followers + growth is the LEAST important metric (and the one people obsess over the most for some reason). If followers is your thing (it's not), at least know that it's easy. At any point you're 1 good thread away from the money, career and networking opportunities you want. 1 good thread and boom. You're on everyone's radar.

#3 - You can make money with 1,000 or 10,000 followers

Some people with 1,000 followers have an audience + offer so dialed in, that they're easily making \$10/follower/month. Some with 10,000 followers struggle to make \$0.1/follower/month. It's all relative to how much traffic you can bring + how good your offer is.

Let's bold that one: How much traffic you can bring x how good your offer is = \$
\$\$

If you get anything from Hunter U, let it be that formula. You'll understand it better on the "make money" section.

#4 - Credibility

Who are you more willing to do business with? Anon1238120 with 2 followers or John Doe with 10,000 followers?

#5 - Network effects

The most powerful button is the DM. The second most powerful button is the retweet. When John Doe retweets you he's giving you access to the



audience it took him years to build. Just because he liked something you wrote. All the investors, millionaires, creators and entrepreneurs following John are now yours for a day. That's why it's so good.

Twitter Mentality

You're not here to build a following.

You're here to build a meaningful following.

A following that makes you money and opens doors for you. Not one that just follows you and forgets about you.

The difference between a meaningful and a meaningless audience is what you focus on. Meaningful audiences come from focusing on

1. Networking
2. Money
3. Engagement
4. Followers

Meaningless audiences come from focusing on

1. Followers
2. Engagement
3. Money
4. Networking

They have it backwards. They optimize to "take take take". So **we'll optimize yours for "give give give"**.

And it makes mathematical sense:

One of our founders made more money in one weekend than he made the entire year by partnering up with someone (Networking). We met him via Twitter DMs and he became one of our founders + head of marketing (also networking). When in doubt, remember:

Long game players generally win bigger.



The Winner Factor

Look at Twitter like a high school. Everyone tries to get attention somehow. But the ones that get the most attention are the ones who don't even try. The winners. The ones who don't have to tell you they're winners. The ones everyone wants to be friends with.

This is who you should be.

Maybe you built something great. Or have a great goal. Or reached a great milestone. Or have a skill that you can prove. Or opinions you know are not popular. Put it out there. Show you're a winner because winners get everything and losers get nothing.

Positioning yourself as a winner is, by far, the easiest way to grow.

We'll show you exactly how this looks in the "followers" section.

Now we'll go on to the meat of the content. The "classes".

Every "class" will have an exercise. These will be short + easy. 10 minutes max. But they could very well make the difference between a meaningful and meaningless Twitter venture..



Networking

How NOT to network.

Networking is only going to happen for two reasons.

1. You can make them smarter
2. You can make them more money

If you don't bring any of those to the table then you won't be offered a seat at the table. And you wouldn't want to sit there anyway. They don't have much to offer you either. You'd be better off getting better and then connecting.

Also people are busy. And they get a LOT of garbage DMs.

Bad DM examples:

Bad DM	Why is it bad?
Hey man thought we'd connect. I'm new to Twitter and loving your content!	Does it make them smarter? No. Does it make them more money? No.
Yo keep crushing it I love what you're doing.	Does it make them smarter? No. Does it make them more money? No.

How to network.

Not easy. But very simple. You either make them smarter or you make them more money.

If you don't bring any of those to the table then don't interact, get better or look for another table.



Good DM examples:

Good DM	Why is it bad?
<p>Yo love your stuff. I think your biz could go from a to b if you just did x because y and it wouldn't take more than z.</p>	
<p>I do that all the time. Just wrote up a quick plan for you and maybe if you implemented it, it could make you more money. Shouldn't take more than 5 minutes.</p>	<p>Does it make them smarter? Yes Does it make them more money? Yes</p>
<p>Glad to talk if you have more questions. Cheers.</p>	
<p>Yo I saw your tweet the other day it reminded me of this paragraph. Thought you'd like to see this.</p>	
<p>*Then keep going with a convo about the topic. And keep sending them and having nice convos teaching them stuff.*</p>	<p>Does it make them smarter? Yes Does it make them more money? No</p>
<p>Hey I bought your course and had a quick question about X:</p>	<p>Does it make them smarter? No Does it make them more money? No But it shows you already made them money. That builds rapport.</p>

If you make one big friend that's all you need. One big account introduces you. Helps you. Gives you a shoutout. And you're already ahead than most people.

Who follows you > how many people follow you

Exercise

#1 - Write down 10 people you'd like to connect with

#2 - Think: How could I make them

- More money?
- Smarter

#3 - Then do it



Sales

Reality Check

We're not here to tell you what's the best way to make money. There are just too many. But we will say two things:

#1 - The best way to make money is not needing the money. That's why people who already have money crush it on Twitter: because they're not needy. Winners are not needy.

#2 - Selling a \$5,000 product is just as hard as selling a \$500 product. So you might as well charge a lot.

Let's say you wanted to make \$10,000 a month. Hypothetically. Here are some common routes:

Method	Math	People you need to convince
Affiliate marketing	Sell 400 copies of a \$50 product you make half off	400
Online course	Sell 200 copies of a \$50 product	200
Provide a service	Sell a \$2,500 service to 4 people	4
Cohort-based course	Sell a \$500 cohort-based course to 20 people	20
SaaS	Code, then sell a \$20/mo SaaS to 500 people	500
Coaching	Sell a \$2,000 program to 5 people	5
Community	Sell a \$20/mo community to 500 people	500

Look at the numbers. There are easier and faster ways to get to where you want to be. But again. We're not here to tell you what to sell. We're here to tell you how to make money.



Marketing problems

Most of your marketing problems come from the same two places: **Lack of Traffic or a Bad Offer.**

Let's say you want to get hot dates with more people. So you do one of two things:

#1 - Improve yourself. Get better. Get in shape. But then, no date. What happened?

You have no traffic. You're not exposing yourself to people so no one converts. But then someone does the opposite:

#2 - Approaches everyone they see. 99/100 times that person gets rejected. They just don't want any of it.

It's because the offer isn't good. They don't see the value so rejection is inevitable.

You can solve most of your marketing problems by pulling any of these two levers. So it's worth remembering: Lack of Traffic or a Bad Offer.

Crafting a good offer

We're not saying anything new here. Most things come from Alex Hormozi's book: \$100M offers. Required reading if you want to make money. But here's the gist of it:

You have to make people feel like your offer is the obvious choice. To do that you modify one of these 4 areas:

The Value Equation

The diagram illustrates 'The Value Equation' as a hand-drawn formula. It consists of four main components arranged in a 2x2 grid, with a large horizontal line underlining the top two and an equals sign followed by 'VALUE' to the right.

- Top Left:** A stick figure with a thought bubble containing a globe. Below it, the text reads 'DREAM OUTCOME'.
- Top Right:** A stick figure with a thought bubble containing a person. Below it, the text reads 'PERCEIVED LIKELIHOOD OF ACHIEVEMENT'.
- Bottom Left:** A clock icon. Below it, the text reads 'TIME DELAY'.
- Bottom Right:** A sad face icon. Below it, the text reads 'EFFORT & SACRIFICE'.

The equation is structured as follows: (DREAM OUTCOME x PERCEIVED LIKELIHOOD OF ACHIEVEMENT) / (TIME DELAY x EFFORT & SACRIFICE) = VALUE.



Dream outcome: Can we get them there?

Perceived Likelihood of Achievement: How possible is it in their mind to get there?

Time Delay: How long will it take to get there?

Effort + Sacrifice: Is it hard to get there?

When in doubt, you want to make your offer the quickest, easiest and most likely way to get to wherever they want.

Here's an example from a friend selling a fitness program.

Original offer: "You'll reach your fitness goals within 12 weeks."

This is too vague and it doesn't:

- offer a clear dream outcome
- demonstrate a perceived likelihood of achievement
- handle objections

Here's how we can improve it by asking a few questions:

"What do your prospects usually want?"

-> "lose 20 lbs"

"Ok, how quick can you do this?"

-> "12 weeks easy"

**"So your offer is not 'reach your fitness goals' anymore"
It's "lose 20 lbs in 12 weeks"**

But that's just the start.

"What objections do you get?"

- Don't want to cook
- Still want delicious food
- Are busy



- Don't want to track calories
- Not sure if they can commit

Now we have an idea to improve upon.

People say no because you're not making it easy for them to say yes. It really is that simple. And that's where the magic starts.

Let's handle these objections.

Don't want to cook?

The people he's targeting generally don't cook for themselves. So he offered an option where he gets on a call with the person that cooks to talk about what would be good menu option.

Still want delicious food?

Keep eating what you currently eat for a week but send me a picture. I'll tell you subtle changes you can make that will still be good. You just order it next time (literally takes 5 seconds)

Busy?

"How much can your prospects usually work out for a day?". He said "most say 45 minutes". "Ok so we come up with a workout plan you can do in under 35 minutes. So they can shower."

Won't track calories?

You'll teach them how so it takes less than 30 seconds a meal OR they can take a pic of the meal and you (or your employee) will log it in for them (this is extra of course).

Can't commit?

This is where you make them remember why they started. Let's add some guarantees:

- You don't look leaner in 2 weeks? Your money back.
- You don't lose 10 lbs and get a compliment in 6 weeks? Your money back.
- You don't lose 20 lbs in 12 weeks? Your money back.



Look at how the offer changed. We went from "I'll help you reach your fitness goals in 12 weeks"

To:

- + I'll get on a call with whoever cooks for you & tell that person what to cook
- + Workout programs in < 35 minutes
- + Send me a pic of your meals for a week and I'll give you subtle changes that don't interrupt your life
- + I'll count calories for you / teach you how to do it in < 30 seconds

If you follow the program and...

- You don't look leaner in 2 weeks? Your money back.
- You don't lose 10 lbs and get a compliment in 6 weeks? Your money back.
- You don't lose 20 lbs in 12 weeks? Your money back.

This makes it FAR easier for the prospect to say yes. Very simple. Not easy. But simple. Nail this down and you're halfway there.

Getting traffic

Traffic is simply getting the right and as many eyes on your offer. Here's how you get traffic:

Proof of Work

Post tweets/threads that prove your skill. If you're a ghostwriter, write for a famous person in their voice. If you have results from your SEO agency, post them.

Twitter audiences are warm. Meaning you don't need much to get people to buy. Prove that you can get them from point A to point B and you're good.

Combine proof of work + your offer and tell them what to do next. Call? DM? Purchase? Tell them.



Build a list

Building a list = traffic you control. Traffic you control = more opportunities to sell. It doesn't matter what you're selling: building an email list makes it easier.

Even if you're not selling anything. Just having it is insurance against platform risk and being banned. And when you want to monetize you'll always have that asset.

Your Twitter builds your email list. Your email list makes sales.

Be creative

There are so many ways to get traffic it's insane. You'll see later on how to use YouTube ideas for this. But imagine you want to grow your email list (or whatever). Here are some ideas:

- I'll give \$100 to a random email subscriber if you subscribe within 24 hours
- Everyone who joins my email list gets access to this special training
- Want a call with me for free? Retweet this and I'll pick 2 winners

We have over 125 ideas here. If you use them you will make money. But you have to actually use them.

Exercise

1. Craft your offer
2. Use one of the sales tweets ideas to drive traffic to it



Followers

Why do people follow people?

We already covered that the “Winner” factor is the easiest way to grow. People follow others because they’re successful. They follow the example.

And we also covered that followers are the least important part of the equation. To recap:

1. Networking
2. Money
3. Engagement
4. **Followers**

But they’re good to have. More followers could mean more reach and more opportunities. And the hardest part about it is going from 0-2,000.

The Initial Valley

Most growth guides tell you to engage with bigger accounts to grow. It does take time, but there’s a right way to do it:

- Try to answer “who has the audience that I’d like to have?”
- Make a list
- Engage + network with them for 3-4 weeks
- Send them DMs that provide value, build a trusting relationship
- Write a follower-centric thread (more on this later) + ask people to follow you in the end
- Just ask if they would agree to retweet you

Threads + Visibility = Growth

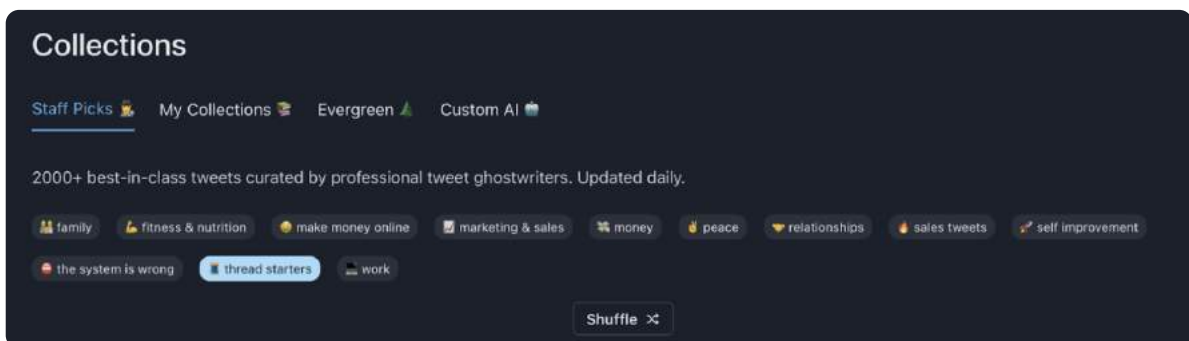


Follower cheat sheet

Tweet Hunter can really help you get those early followers, here's how::

#1 - Go to <https://app.tweethunter.io/collections?tab=picks>

#2 - Click on thread starters.



#3 - Get inspiration from other threads and do what's already working.

Exercise

1. Go over the Thread Starters list and write 10 thread ideas. By the time you're done you'll realize how simple it is to write good content.
2. Now imagine if you did 1 of those a week.



Engagement

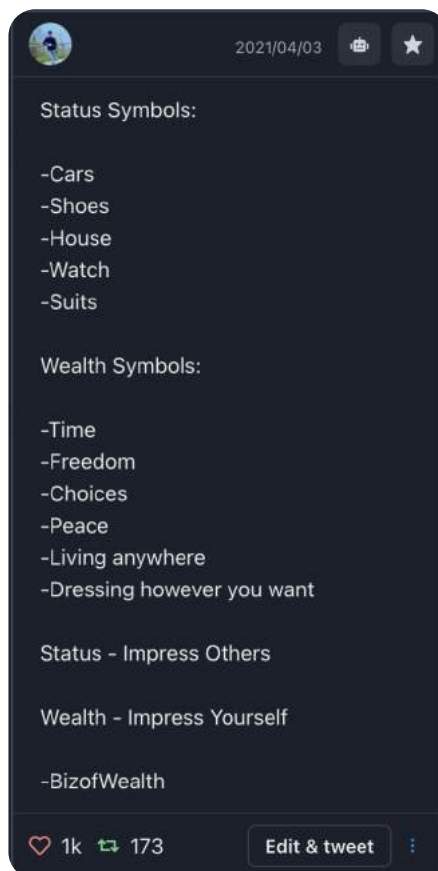
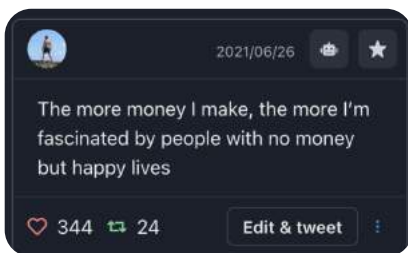
"How to build a great audience:

- 1. Show up every day*
- 2. Be entertaining*
- 3. Repeat steps 1-2 for a year"*

Repurposing tweets

I read dozens of growth guides just to realize that the best way to get engaging tweets is to stick to what's working. Tricks come and go but ideas stay.

Examples:



They're all engaging. They're also different. What's the common theme?

Money Isn't Everything.

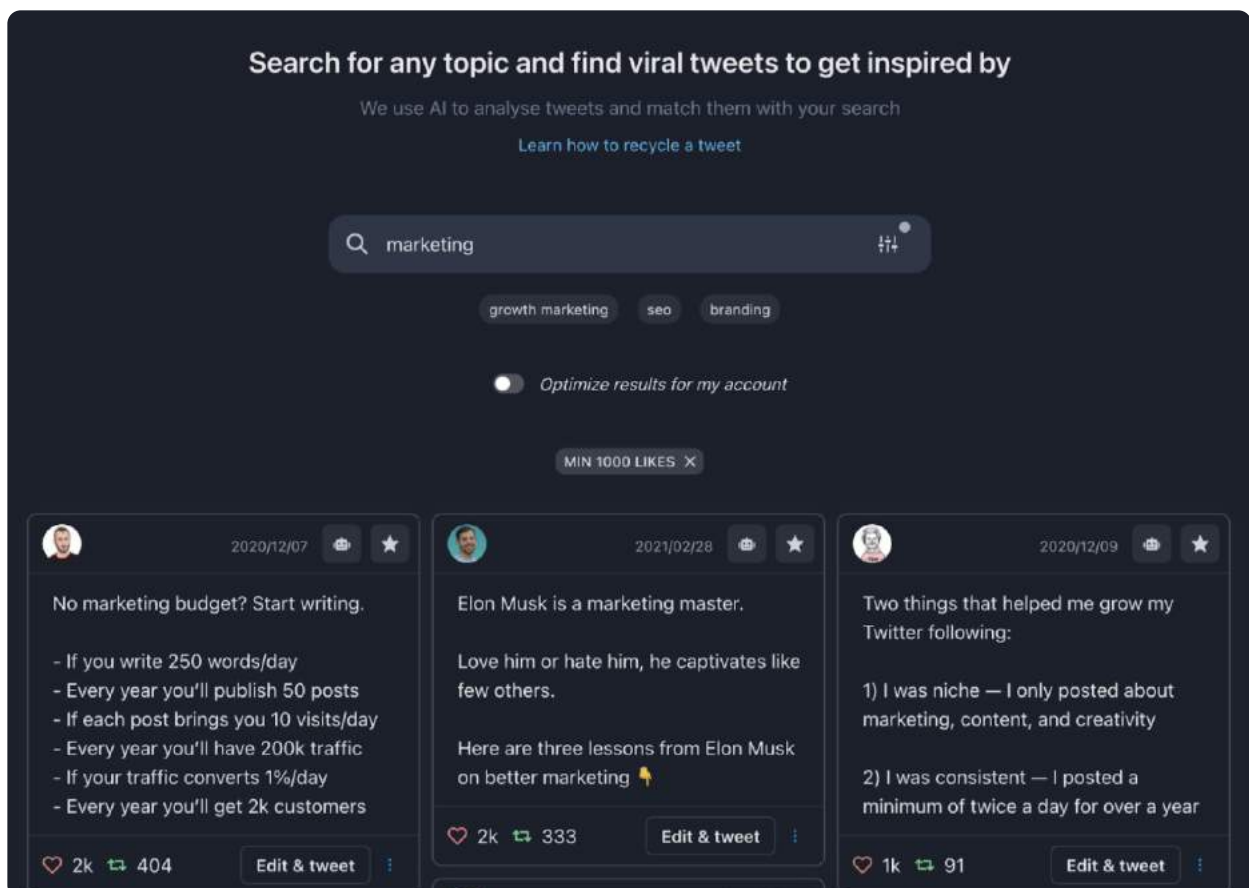
There are hundreds of content pillars you can talk about. And that's literally all there is.

[Here's a guide on 20 repurposed tweets.](#) Read a couple. Once you see the matrix you can't unsee it.

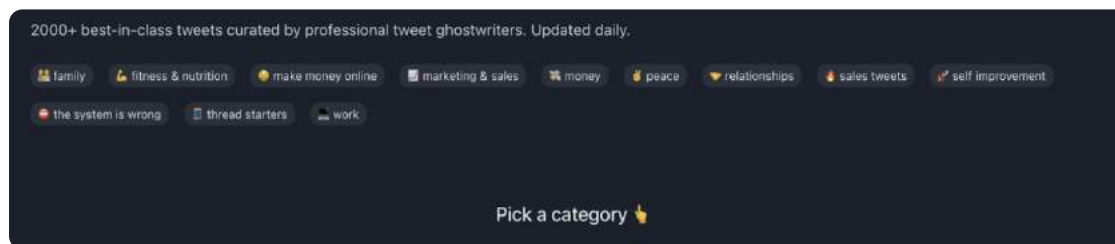
I know it sounds simple. But it really is the easiest way. If creative writing were easy to teach then we would all be good. But creative writing is something you come up with your own process.

That's why learning how to come up with ideas is WAY higher ROI than learning how to write. Writing is thinking. Typing it down is just a formality.

Go [here](#) and type in your niche. We'll give you hundreds of ideas to get inspiration from.



Or go [here](#) and search for a topic that you know will get engagement.



This is easier than you think. You have to try.

Being Entertaining

At any point you're one good piece of content away from fixing all your Twitter problems. Remember this. More than a game of consistent hits, Twitter is a game of consistent home runs.

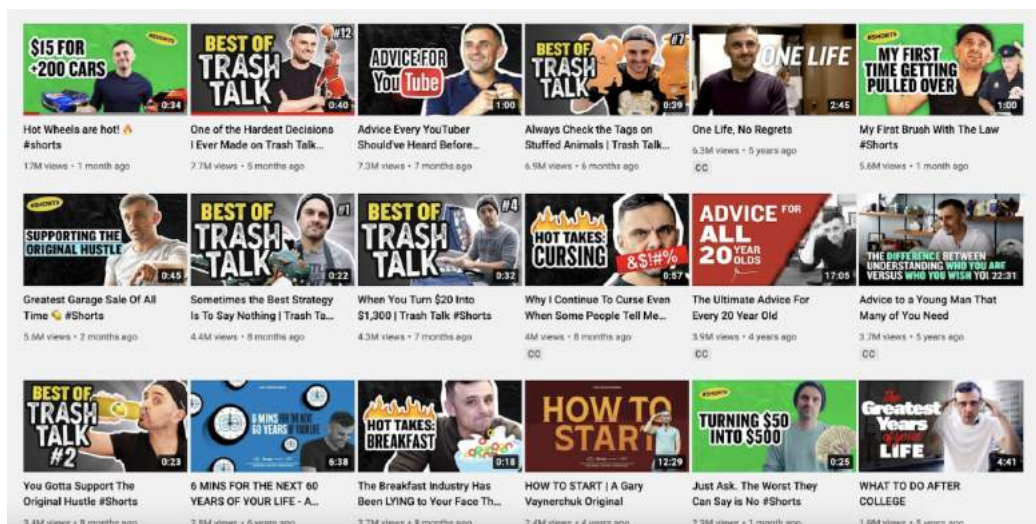
I'd rather have one monster thread every 2 weeks than 10 tweets a day. Don't focus on "how can I write this well?". Focus on "how can I make this entertaining?"

Twitter is still on the Internet. It still has people with low attention spans. Show them something entertaining and they'll reward you.

And to be entertaining we'll use YouTube:

Let's go over some examples and say you're a **fitness influencer**.

And let's google something completely unrelated.

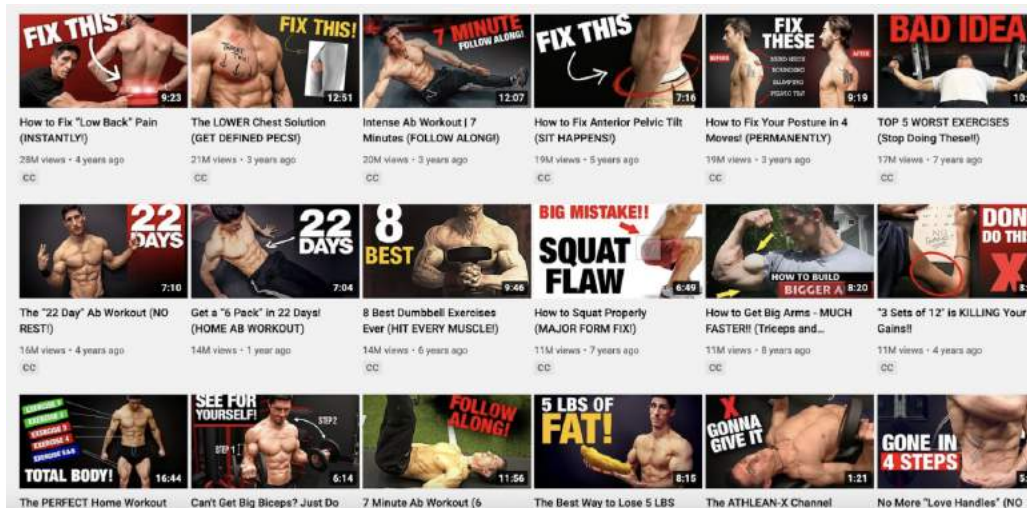


This gives me some **thread ideas**:

- Getting to 10% bodyfat with \$10/day. Is it possible? [EXPERIMENT]
- I lost weight... By eating more? The TRUTH about calories:
- Working out in a \$20/mo, \$200/mo and \$2k/mo gym. Is there a difference?

Now let's say you're a **marketer**

Let's look up something unrelated:

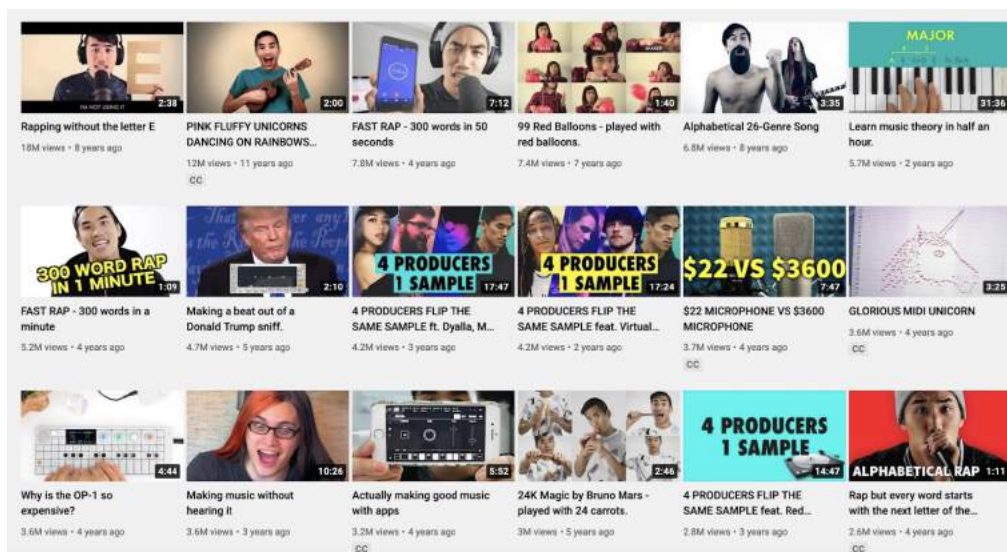


Ideas:

- The 15-minute questionnaire that made me a six figure marketer
- Prospect asks for a discount? Say THIS:
- How to write copy that PRINTS \$\$\$ in < 2 hours (Follow Along)

Let's say you practice martial arts..

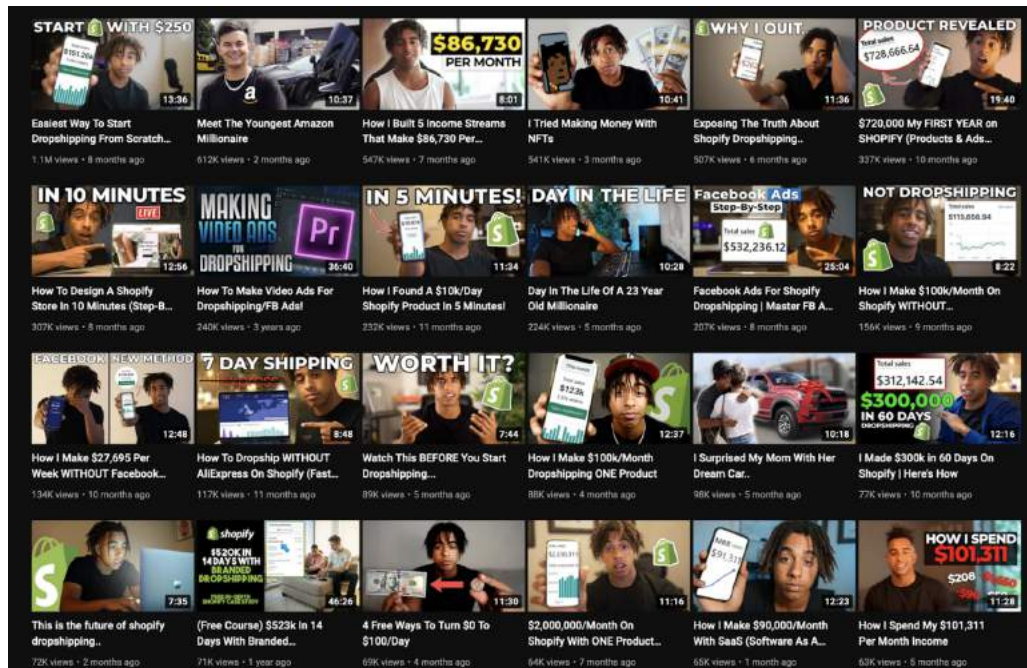
Let's look up something unrelated:



Ideas:

- The ONE punch they're gonna throw at you in a street fight (prepare for this)
- Fighting with my hands tied experiment {gone WRONG}
- 100 punches in 1 minute? Let's see:

Let's say you're a **maker**. Let's look up something unrelated:



Ideas:

- I built 7 products in 7 weeks. Here's what happened:
- 18 ways to get your first customer (before you even build your product)
- Transparency time: How I spend my SaaS's revenue (and my plan to scale it to \$10k a month)

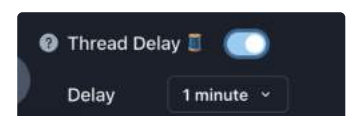
Tl;dr

Use YouTube for inspiration and be ENTERTAINING

The best ideas come from unrelated sources

Put more effort in your content if you want to blow up

(By the way. If you're going to pay for retweets, use them on threads. Much higher ROI. Make sure they retweet within 20 minutes of posting it. Also use the "thread delay" feature. That way one tweet goes out every minute instead of all at once and the algorithm doesn't hide you.)



 Exercise

1. Go to our [Staff Picks section](#)
2. Pick any niche
3. Think "what's the idea behind this tweet?" Then write 5 tweets about anything.

Watch how EASY it is once you look at it that way. And enjoy your high engagement tweets.



How we can help

If you follow this you'll get what you want. The network. The sales. The followers. The engagement. All of it.

And it doesn't have to be hard. Here's how Tweet Hunter helps you with each step:

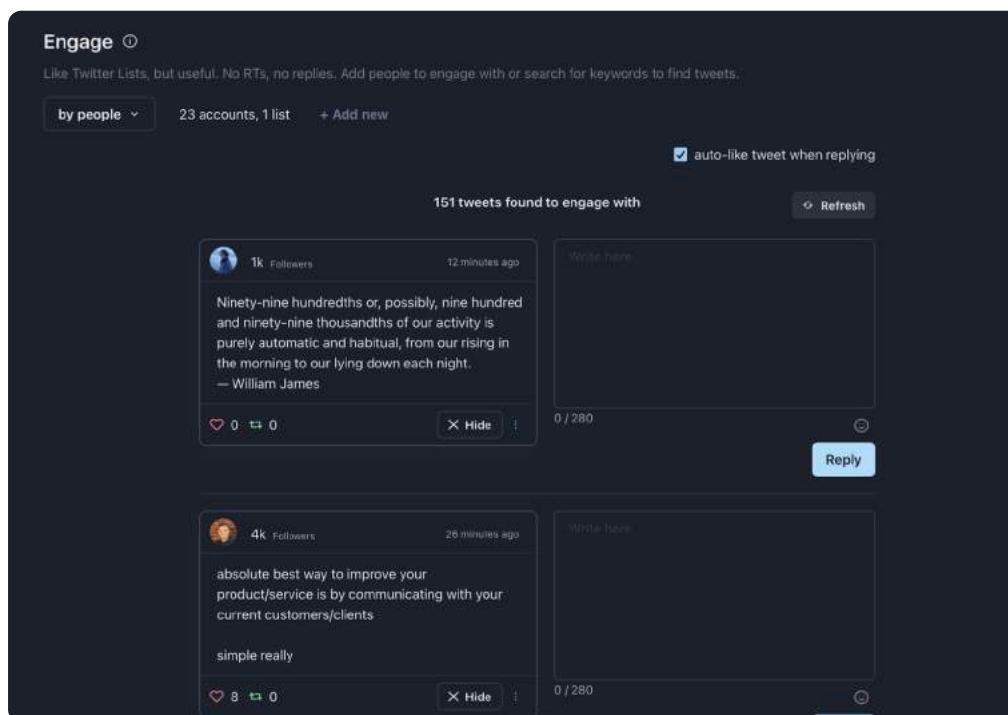
Networking

Add whoever you want to a Twitter list. Then copy and paste that link to Tweet Hunter.

You now have all the guys you want to comment on right there. Engage with them. Knock them all out in minutes instead of going over it on Twitter.

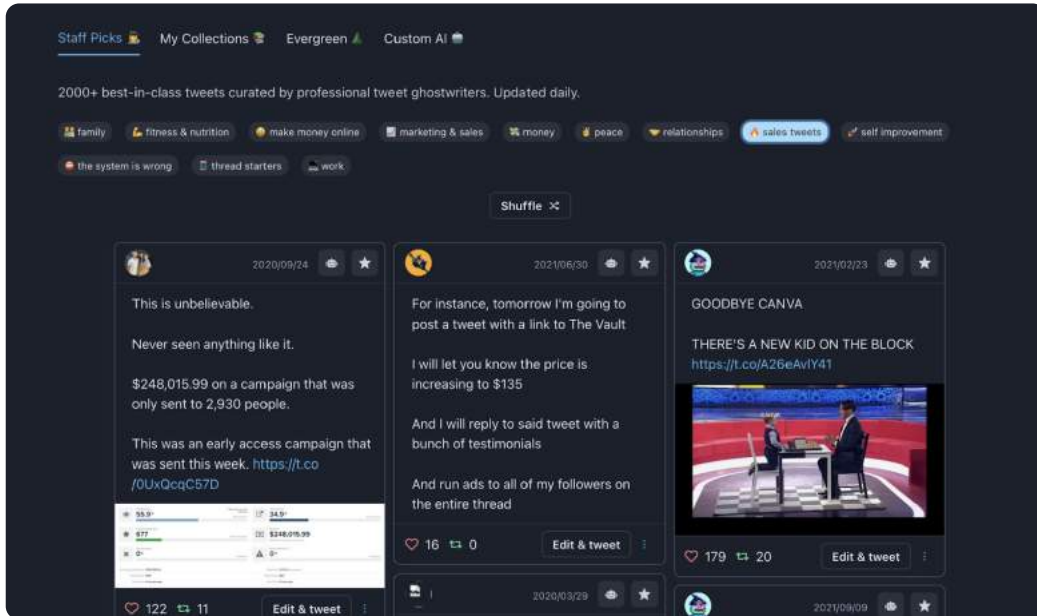
Get on their radar. Connect.

So much easier.



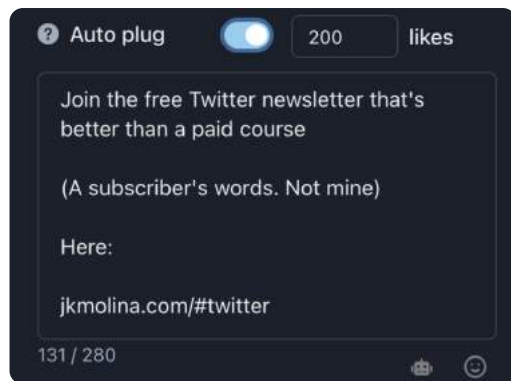
Sales

Use 125+ different traffic-generating templates for inspiration. The work is already done for you.



Auto-plug

If a certain tweet gets many likes, plug your links below. I recommend setting it at an amount of likes you get every 2 days. Say I hit a 200+ like tweet every 2 days, that's my benchmark.

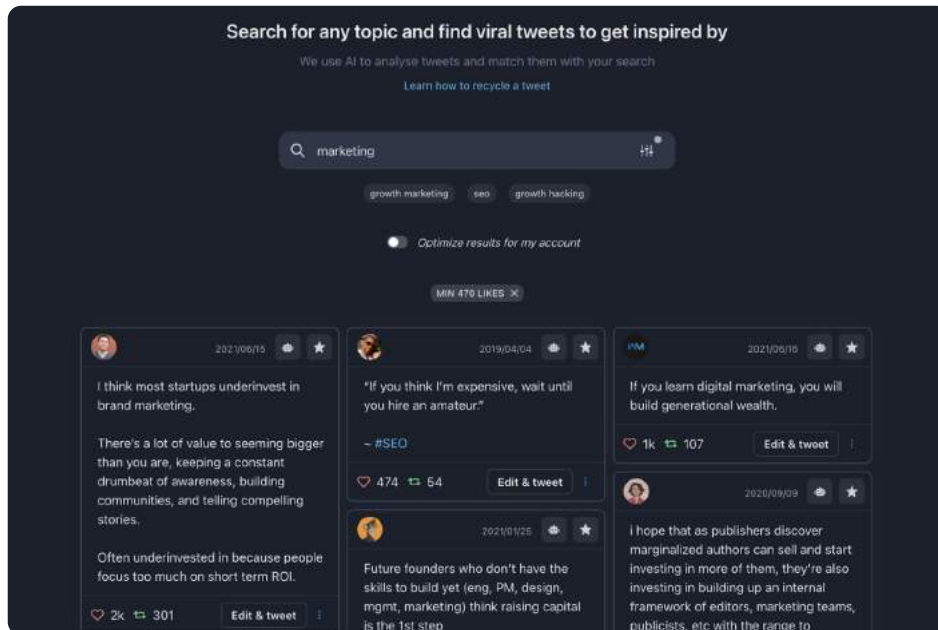


Engagement

Use any of the 3,000+ curated tweets for inspiration



Or look up any word and our AI engine will search it's over 1 million tweet library to give you the most relevant results:

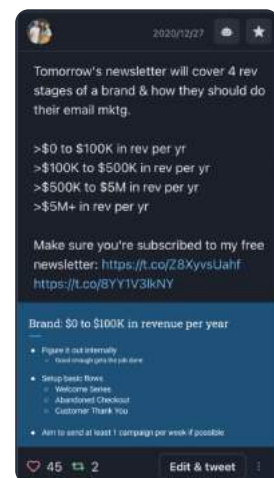


1. Take what you're selling
2. Use the sales tweets to give it a twist
3. Make money

Example: You want people to sign up to your list. Instead of telling them to join your list...

Reveal the email beforehand and make it only available to people who join in the next 2 hours.

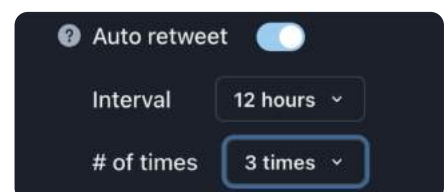
Many such examples [here](#).



Auto-retweet

Auto-retweet your tweets so they're always on top of the timeline and get more engagement.

Reach people in the other end of the world and get engagement day-round. We've had posts with 1.2k likes in the evening and 2k next morning. It works.



Best times to tweet & Evergreen

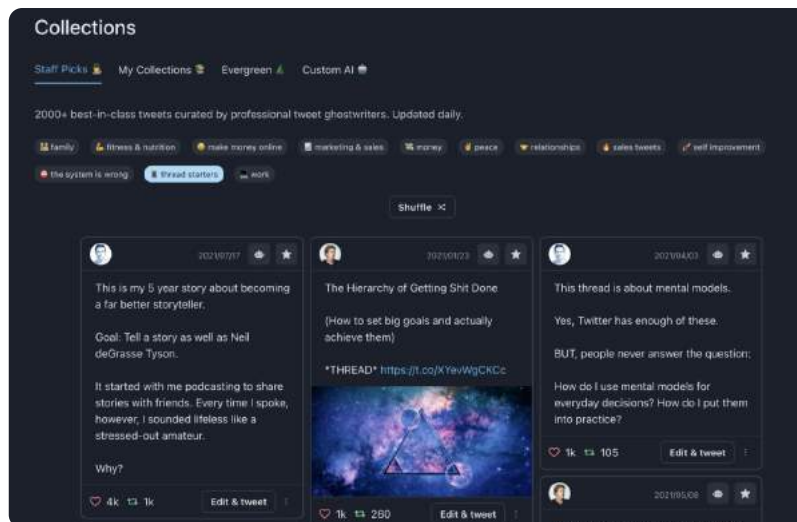
Let us figure out when your followers are most active and create your tweet schedule around that.

See those green slots? Those are evergreen slots. Your best posts will be automatically retweeted when you're busy making it happen.



Followers

Use the follower-centric threads to write yours. Follow the formula and it's simply going to work. Also use the autoplug to include a "follow me" call to action if you want.



Other ways to make money & save time

Auto-DM

1. Do a giveaway to anyone who retweets. Once they do, let them know they're in and send them an application form to double their chances of winning (And you get their email)

2. Hype something

If you want to gauge interest for a product, ask them to comment and you'll shoot them a DM. Then send them the guide / signup page

3. Get exposure on a sales tweet

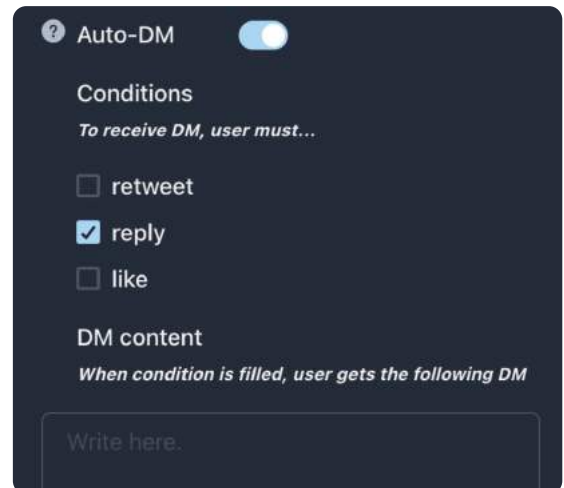
Ask people to comment on the tweet so you can send them a discount code. You sell + no links so Twitter doesn't limit reach

4. Promote your email list

Tell people you're writing an email on [topic]. Then only people who comment will get the signup link. Again, promotion + no links so Twitter doesn't limit you

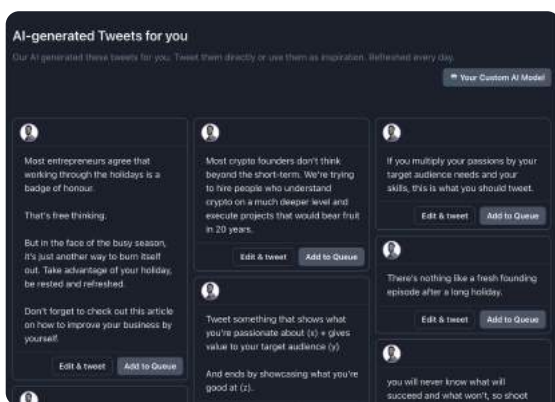
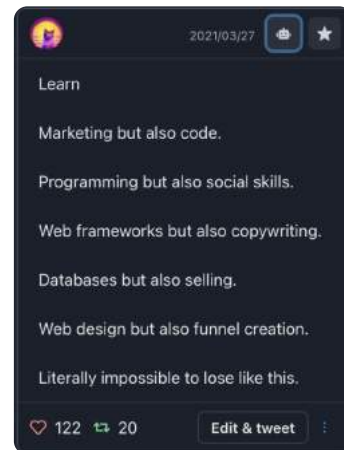
5. Limited time offer

You raised the price yesterday without notice. But anyone who comments gets the link with the original pricing. Also allows you to sell on the DMs with longer copy + have a convo about it



AI rewrite

See that robot button? Press it and our AI will re-write tweets for you. AI will not always be the perfect. But every once in a while it does come out with a banger.



Daily AI Generations

Feeling uninspired and in a hurry? Every day our AI provides you with tweets you can use directly or edit slightly.

Oh and it can also help with thread ideas and generating thread starters.

Conclusion

We wanted to keep this short because the answers are somewhere in between getting help and figuring out on your own. But this just makes it easier. So welcome!

We don't want to say we're not a typical software company. But we kinda are. Just check the value-packed emails we'll send you. This guide will always be there for you to check. The tweets will always be there for you to get inspired by.

Now go out there and get some connections, sales, engagement and followers.

Love,

The Tweet Hunter Team.

