

Build audience on X

The goal

You can get 10k followers in a few months by doing farming posts ("share your product URL below") or doing "follow for follow" schemes or posting funny cat photos. But such an audience won't bring you any real power.

Your goal is to make fans. 100 fans is power. 10k followers is just a number you can brag about in a bar.

Fans are people who:

- Love your work and personality.
- Are inspired by you.
- Respect you.
- Will take action when you ask (subscribe to a newsletter, support a launch, share a post, watch a video).
- Buy your products.

Setting a correct goal is the key to success on X. Let's aim on earning fans.

Your first day on X

You just signed up for X. What to do next?

First, set up the account.

Headshot: clean photo of you smiling.



@dagorenouf: Don't use a product logo! A real picture of your face makes it personal and 10x easier for people to feel connected to you. Just imagine if you prefer following the account of Elon Musk, or the account of Tesla...



Name: your name.

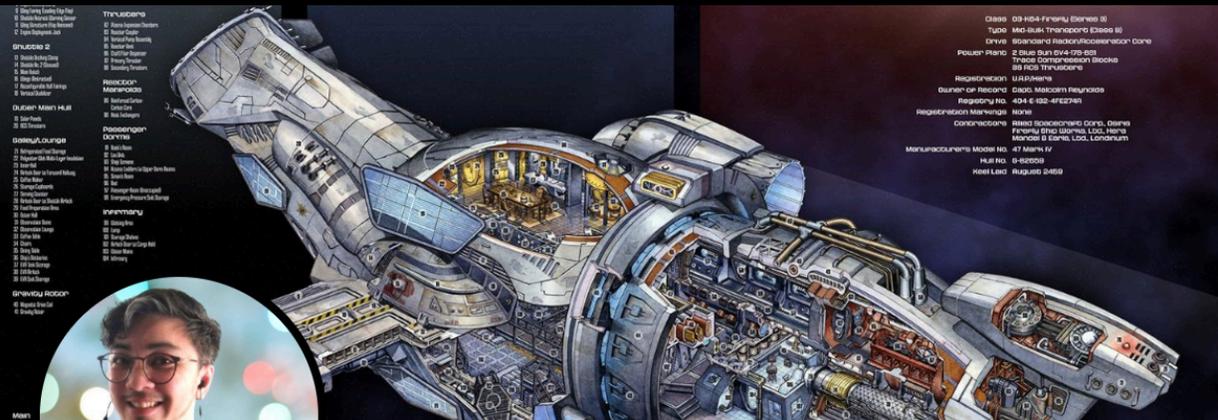
Bio: your background and your current project(-s). Short.

Cover: a random, beautiful image you like.

Link: URL of your main project.

Example:

← **Carl Poppa**  
48.1K posts



Carl Poppa  
@poppacalypse Follows you

Chasing curiosity. Former restaurateur learning to code, stay fit, and build calm things.

 [Vue-Developers.com](#)
 [SaaSBoilerplates.dev](#)
 [IdeaGenius.xyz](#)


[View more](#)

 github.com/poppacalypse  Joined September 2009

988 Following **7,611** Followers

  Followed by ed @httpdeals, Raymond Yeh, and 228 others you follow

Then **buy the blue checkmark** (\$5/m). 5 reasons I recommend it:

1. Investing real money will make you more serious about growing on X.
2. Signals others that your account is not abandoned.

3. Big sharks subconsciously value verified profiles more because X pays more money for views by verified accounts.
4. Gives access to analytics.
5. Allows to write longer posts.

Find people to follow to tune your feed. Follow 20 people relevant to your niche. If you are building a SaaS for startups or geeks, proceed to the "Appendix" → "List of startup founders to follow" for a quick start.

For other audiences, use relevant keywords and find people through the search bar.

Spend an hour scrolling your feed. Like only the tweets about your topic. Try to think why posts with low views are not popular. And why the viral ones go viral. Pay extra attention to viral posts from accounts with <10k followers. Follow authors of good tweets. Send them a DM telling why you liked their content.

After your account is set up, you can begin building your audience.

Become a reply guy

Building audience happens through content. Since you're new, no one sees your posts, even if they're good. You need to bring eyes to your profile so they check out your posts and follow you.

You can do it by **sending meaningful replies** under the posts of others.

First, let's figure out what makes a good reply.

"Good luck" or "hmm interesting thought" have no meaning. It adds no significant value to the post. People will not get interested in you because you brought

nothing to interest them.

To make people visit your profile and follow you, write something meaningful. Here are reply ideas that work:

Reply idea #1: Share a relevant personal story.

Original tweet: "Burnout is just poor time management."

Your reply: "Thought the same until I worked 40h/week for 2 years at an old software company that I hated. Lot's of legacy code, boring projects that lasted decades, uninspired staff. I never coded at nights, kept a proper work-life balance, went on vacations. But still burned out and quit."

Reply idea #2: Offer your unique perspective.

Original tweet: "Remote work is killing office culture."

Your reply: "I live in a small town in Ohio. Remote work means I can work for a SF company without paying \$4k rent."

Reply idea #3: Share relevant experience of yours.

Original tweet: "Does it makes sense to do Bing in terms of SEO?"

Your reply: "I spent a few monutes and indexed my blog in Bing. Surprisingly, it brings me ~30% of traffic. So yes, do it."

Reply idea #4: Share knowledge, that is hard to find with ChatGPT.

Original tweet: "How much do you actually pay for an AI API?"

Your reply: "In the company where I used to work we had ~1,000 support tickets every day. The bills were ~\$50/m for the OpenAI API and ~\$76/m for Claude's one."

Reply idea #5: Suggest a little-known tool.

Original tweet: "I need an image hosting app that serves files via direct link. Dropbox and Google Drive don't offer that feature."

Your reply: "Check out <https://uploadfile.click>. It is free and anonymous (no sign up). Drop a file - get a direct link."

Reply idea #6: Suggest people to connect with or to follow.

Original tweet: "I'm struggling with doing programmatic SEO. I produced a lot of pages and indexed them. It has been 3 months and still no results."

Your reply: "Follow X and Y. They post a lot about programmatic SEO. Perhaps you will learn something you are missing."

Reply idea #7: Make a joke or a meme.

Original tweet: "Deployed to production on Friday. Everything works perfectly."

Your reply: "Famous last words."

Reply idea #8: Ask a good question.

Original tweet: "I built a marketplace of trading strategies."

Your reply: "That sounds terribly complicated in terms of taxes management. How do you handle it?"

Reply idea #9: Share a useful resource.

Original tweet: "Where can I find examples of great landing pages? I need inspiration."

Your reply: "Check out OnePageLove and lapa.ninja."

Reply idea #10: Disagree.

Original tweet: "You need 10,000 hours to master anything."

Your reply: "Not true for some skills. I got decent at ReactJS in 500 hours. The 10k rule applies to competitive domains like chess or violin."

Reply idea #11: Solve their problem with a mini-tool that you have just created super fast.

Original tweet: "Need a way to convert hex colors to CMYK. Opening Adobe Photoshop is tiresome."

Your reply: "I have just vite-coded a small online tool which does that: <link to >".

Now you know what to write. To find a right post to reply, **simply consume the X feed** every day, and **notice interesting conversations** and topics which you can comment.

It makes sense to reply under both popular (20k+ views) and unpopular posts (<1k views).

If you reply under a popular or viral post, it will be seen by more people.

If you reply under an unpopular post, the author of that post will become your fan quick, because you will significantly contribute to their discussion, which happens rare to them. They will be grateful and willing to stay with you so you possibly give them more in the future.

Making replies works only your account is not empty. Why follow a person who posts nothing?

Let's create some posts. I suggest starting with "building in public" tweets.

Build in public

Write about what you did. Your real experience. It's the easiest way to earn respect from others and get followers. The building in public content is also hard to generate with AI. You instantly stand out.

It works excellent because people watch what *you* did and think *they* improved their skills just by watching other. Your content offers them a way to procrastinate. People *love* doing that.

The bigger effort you put, the bigger the effect.

If you replaced a logo on your landing page, that's not interesting.

If you invested \$100 in Reddit ads and made a report, that is something.
If spent 4 years building and growing a SaaS and sold it, that is 100% going viral.

The best part: you don't need to come up with content ideas. They will come automatically:

1. **Do a lot of different things** every day. Code, try new tools, make videos, write blog posts, hire assistants, partner with other makers, try growth hacks, build AI agents, build side-projects.
2. **Create post drafts** when you start working on something new, e.g. building a new side-project, or testing a new pricing model. Be curious and try many things to have a huge drafts pool.
3. **Take notes and screenshots while working.** Populate your drafts with details.

This way, by simply working and documenting, you will be writing 50 tweets *at once*. You will not need to think about what to write next. Just open the drafts board, pick a populated draft, turn it into a post.

Adopt this approach, and soon you will get a powerful content production line.

Let's have a look at some building in public post ideas.

Building in public post idea #1: Name a problem you faced and how you solved it.

Here is a simple template for a "problem" post:

1. Hook: describe the problem briefly. Add numbers if possible.
2. Add tension. Tell that you have never experienced this before and had no idea how to solve it.
3. Continue with what you tried first and why it failed.
4. Tell about the breakthrough moment.

5. Describe your solution.
6. Share the results.

Share the most emotional parts: an angry client or the moment you almost gave up.

Struggle stories create better connection than success stories. Bigger problems work even better.

Examples of possible hooks for “problem” posts:

"I lost \$534 because I incorrectly configured Stripe" — money at stake.

"My NextJS app took 15 seconds to load. Here's how I made it 2 seconds" — immediate before/after.

"I accidentally deleted 3 months of user data" — disaster scenario.

"Google banned my app from Play Store today." — platform risk.

Building in public post idea #2: Tell about your biggest failure.

The same idea as the “problem” post, but with a bad ending.

Examples:

"I had to refund my first customer because I couldn't deliver" — lost reputation.

"My 'simple' feature took 6 months to build" — time estimation failure.

Share your takeaways. How to make it never happen again?

Pay double attention to the emotional part of your post. Since it was a *big* mistake, you must have felt something.

Depression? Anxiety? How did you cope? Couldn't sleep? Cried? Or you learned not to care? Tell about it.

Building in public post idea #3: Tell about building a side-project.

Kill two birds with one stone: get a story to share and get a relevant side-project to promote your SaaS.

First, you need to build a side-project (you will find 21 side-project ideas later, in the "Do side-project marketing" chapter).

Having a ready side-project is not enough for a good posts. You need some numbers to flavor it.

To get numbers, launch your side-project. Apply ideas from this guide. It can be launching on Reddit or Product Hunt.

Don't forget to set up analytics. You need to track visits to get the numbers for the post.

Having the numbers, you can create a post.

Start with a **hook**. Use the most exciting number of what you have. Examples:

"I made a side-project to promote my main SaaS, got 1st customer! (\$40)."

"I launched a side-project. Got 2,423 visits from Reddit."

"I vibe-coded a side-project and launched it on Product Hunt. Got #5 of the day."

Then tell **why you made** it: to promote your main SaaS. Put a link to it.

Briefly tell about **how you built** the side-project. Which tools did you use, which problems did you face while building it, how did you find the idea.

Share the **details of the launch**. Where? How did it go? Was it successful or unnoticed? Numbers: views/upvotes/visits? How many people clicked on your SaaS promo banner? Got any conversions?

Finish with a **conclusion**:

"It was a fun and useful experiment. I plan to create a new side-project every month to grow my SaaS from \$40 to \$1,000 MRR this year."

"It was a failure. My SaaS only got 12 visits and 0 conversions. I plan to upgrade my side-proejct and launch it again in January."

Building in public post idea #4: tell about your growth efforts.

Document every marketing tactic you have tried. Where you learned about it, how did you implement it, which tools did you use. Most importnat, the numbers. Share as many.

Example hooks:

"I send 153 cold DMs. Ignored by 152. 1 person paid for my SaaS (\$20)." — high rejection count creates drama. A good idea is to share the cold DM templates that you have tried.

"I have run paid ads on Reddit to find clients my SaaS. Here is what \$200 brought me." — it is always interesting to read about how others burn money.

"I started a YouTube channel to grow my SaaS. Here are the results after 2 months of work (203 hours, 5 videos)."

"I wrote 400 meaningful comments on X. My followers count moved from 10 to 200. Here are the most performing ones."

Follow this simple template: start with a hook, then what you did and what was the expected result. Then share the outcome. Add as many numbers as possible.

Building in public post idea #5: report your launch.

When you launch your main SaaS or a side-project, always document everything. Save links, the views count, the conversions. Take screenshots.

Think of every launch as an opportunity for a report post.

Possible hooks:

"Launching on Product Hunt without audience is possible! Got 5 sales." — tell exactly how did you achieve this to inspire other people without audience.

"I manually listed my SaaS in 234 directories. Sharing the results 1 month after." — signaling big effort thrice: "manually", "234 directories", "1 month".

"I launched my SaaS on 10 subreddits (got banned on 2). Sharing my thoughts on each."

"I launched on Product Hunt with zero audience. Got 0 sales." — makes them feel sorry.

Here is a launch report post template:

1. Describe yourself, the product and the niche briefly.
2. Why did you decide launching the platform that you have chosen?
3. Add your expectations and goals. Ideally, add a plot twist at the end.
4. How did you prepare for the launch? Mention the resources where you learned about it. Share some tips.
5. How did it go? Add timeline: what happened in the first 5 min, first hour, 24 hours, the next day, 3 days after. What went wrong? How were you feeling?
6. Share all the numbers. Add screenshots of visitors charts, geo, page visit duration.
7. Did expectations match the reality? If no, why?
8. Conclusion: are you happy? Will you do it again? What would you do differently next time? What do you advice to others?

Building in public post idea #6: run little fun experiments.

Whenever you see a new tech or trending tool, use it for your SaaS.

Here is an example of a 10 min experiment that I run when I noticed that everybody is talking about Manus:



Link: <https://x.com/alexanderisorax/status/1923010682812850678>

Building in public alone can become your only content. That would be enough for a sustainable growth. But I offer more ideas of tweets below if you want to write more and grow faster.

Make memes

Memes have the highest virality potential. You can get thousands of views quickly. But our goal is to make fans. How can jokes help with that?

Good memes signal people 3 things:

1. You are witty, because making good humor requires high intellect.
2. You understand the industry well (given you will only create memes about your SaaS topic).
3. You are a part of their tribe, because you laugh on the same things.

If you overdo it, you are risking getting a reputation of a jester. People will follow you only because of memes, not because they like and respect you.

Don't make memes intentionally. But if there's a meme idea in your head that strikes right to the point then do it. **1 meme per 2 weeks max.**

Make threads

A thread is a sequence of posts containing tips, links, tools, books etc.

Example:





Alexander Isora, courseboi @alexanderisorax · Oct 24, 2024



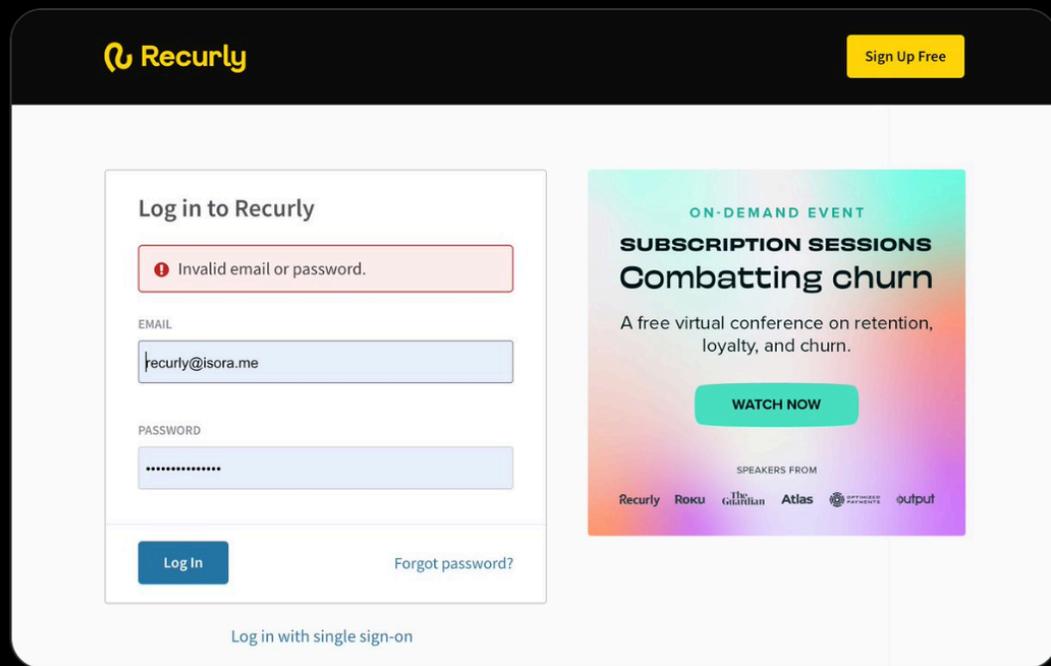
@recurly

The sign up page is broken. After signing up, the page is refreshed and nothing happens. No account. No email.

I tried to turn off ad blocker. Nothing.

It is crazy such a reputable company have their sign-up pages broken. I guess they do not care about signs up, they

[Show more](#)



Alexander Isora, courseboi @alexanderisorax · Oct 24, 2024



@lmsqueezy

Hm-m advertising services are prohibited. technically i sell ads on my own website. so i guess it is a no?

Okie-dokie, moving on. We still have plenty of services!

List of prohibited products

A good thread must have an irresistible hook. To make it irresistible, add just one main thing: signal the effort. The audience must understand that you spend a lot of time on this thread.

A big number does the job. Examples:

- "I tried 21 AI agents tools".
- Even better: "I have read ALL startup books."

If the effort is high, the value of the thread is high too. If it is high value, people share and bookmark it and the X algorithm pushes you up.

Effort also signals people that the thread was not written by AI. It is crucial today because the Internet is full of generated content.

Let's have a closer look at that thread example.

"So I tried 13 Stripe alternatives and I hated them all.

Here is my experience with each:"

The hook makes it clear that it was made by a human, because AI can't try payment tools.

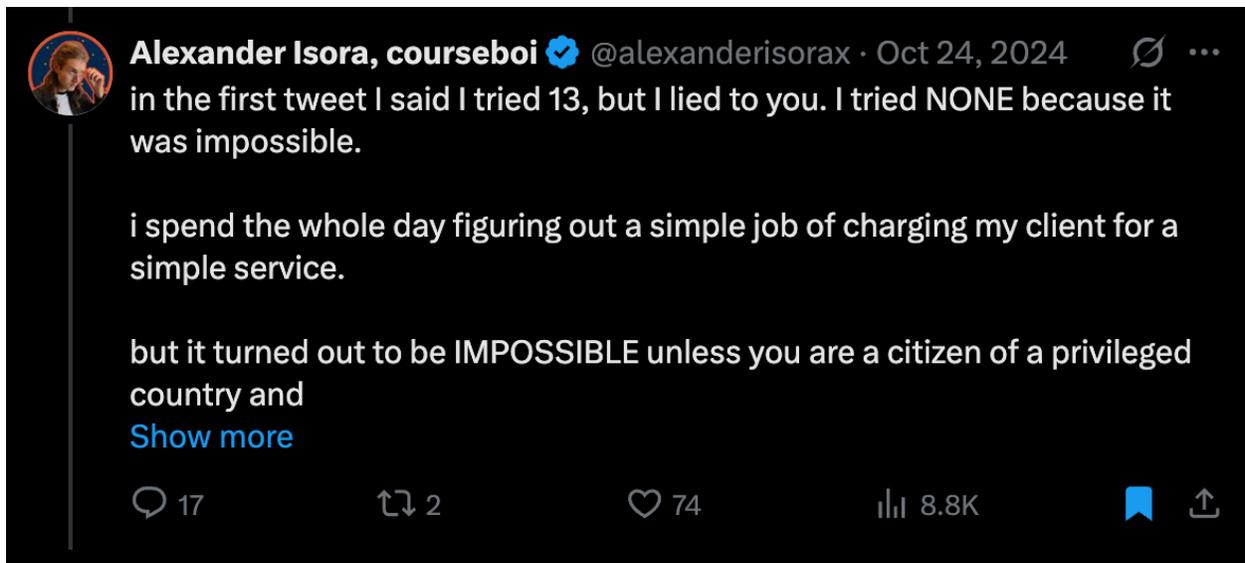
To make it more spicy, I added an emotional "I hated them all" which was my honest reaction.

The hook contains a lie. I haven't fully tried all those 13 payment services. It would take me weeks.

But I made people think I really did by:

1. Putting the right words in the hook: "I tried", "my experience".
2. Actually attempting to use them. I quit early because those tools had terrible onboarding.
3. Actually telling my real experience about using a few of them in the past.

I confessed at the end and turned it into a joke:



Another thread example:



1. "Tomorrow the most of your work will be done with AI agents." adds **emotions** (interest and anxiety).

2. **The effort:** "I have tried 11 no-code AI agent builders".
3. I also made clear **what they will get** "make you prepared for the future".

I cheated again here. Actually, I tried just a couple of tools. To demonstrate the capability of the other ones, I recorded my face expression watching their demo videos:

Alexander Isora, courseboi @alexanderisorax · Mar 13

Google's Vertex AI agent builder.

Cons:
Does not allow any other LLMs besides Gemini
Lame, overcomplicated corporate UX
it makes me angry and sleepy
Very limited (you must code your own integrations with 3rd party services)

Pros: Has built-in access to data from Google search
[Show more](#)

Expert car mechanic who knows how to diagnose and repair cars

option of the goal the agent intends to accomplish. [Learn more](#)

[Sample](#)

user
Answer questions about cars and car issues to the best of your ability
(also use `${TOOL: places_search}` to help you answer questions)

step-by-step execution instructions to accomplish target goal. Specify instructions using [unordered markdown list](#) syntax. Instructions
to specify substeps. Use the syntax `${TOOL: tool_name}` to reference a tool, and `${AGENT: agent_name}` to reference another
agent.

selected tools to generate responses. You can also call other tools, including 3P, directly in steps. Create a data store
agent to use data store content.

0:10

Manage all tools

1

1

12

6.2K

But that is not considered cheating because I have a good eye for tools. I can evaluate them and imagine the use cases just by watching a video. My past experience helped me to share my opinion on each of the tools without actually trying them all.

I could perform this trick only because I have tried hundreds of tools in the past. I have already put my effort in the past. If you don't have such experience, spend extra time and actually use each tool.

Here is an example of sharing tips:

Alexander Isora, courseboi 
@alexanderisorax Promote  

I gathered 54 growth ideas of how to find the first 100 paid clients for your startup.

These are from my indie maker career: 7 years of actually making a SaaS from \$0 to \$16,000 MMR and observing others.

MEGA JUMBO THREAD! LFG! 🧵🧵🐘🐘

[bookmark it]

5:24 PM · Feb 27, 2025 · **36.5K** Views

 View post engagements

 12  17  201  576 

Link: <https://x.com/alexanderisorax/status/1895102761295061162>

Effort: "7 years of actually making a SaaS".

Value: "find the first 100 paid clients".

This hook also contains a call to action: "[bookmark it]". I put it to boost the bookmarks count and make the algorithm promote it. I experimented with a lot of different call to actions: "tap to read", "open the thread now" etc.

My conclusion: effort and value play does the whole job. Call to action adds nothing.

Next example:



Link: <https://x.com/johnrushx/status/1928096496987066604>

John put all the titles in the square brackets for a reason. Whenever the algorithm decided to show a user content about "Github", this thread was shown. "Cursor"? This post again. Same for the rest.

Use this trick carefully, so it does not look like you are hijacking or keyword spamming.

Just making a thread is pointless. You want to plug in your own SaaS there.

He is how I do it:



Alexander Isora, courseboi  @alexanderisorax · Mar 13
[Agent.ai](#) by [@dharmesh](#)

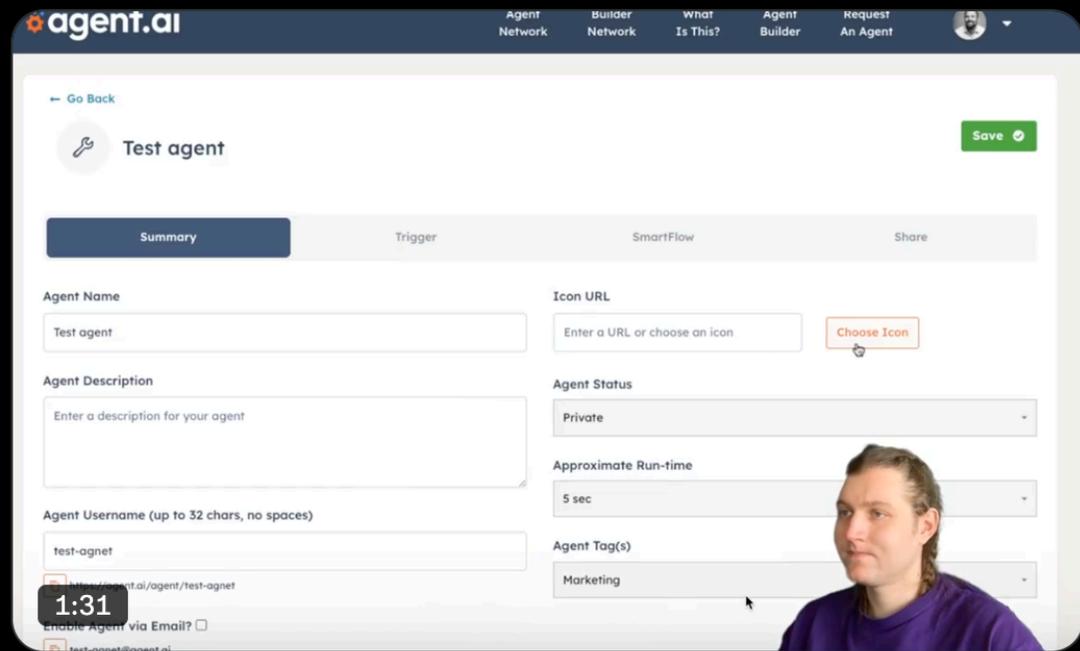


It can use many LLMs.
 AI Agents-first
 Can invoke other agents
 Can run custom lambda funtions (python/aws)
 Simple UI

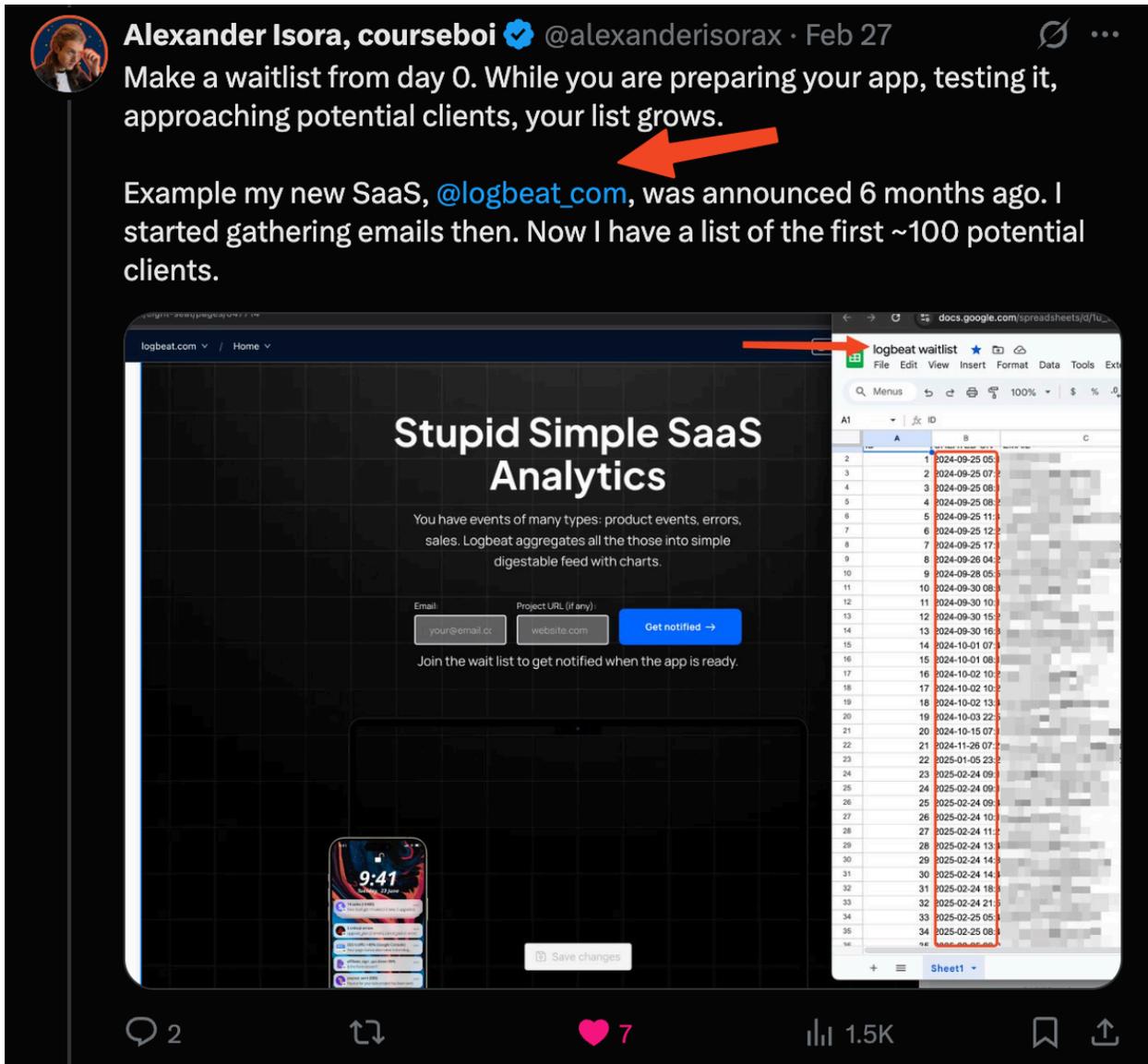
this thing is evolving like crazy. gonna add my own ai agent there (promo videos maker powered by [@paracast_io](#))



My rating:
[Show more](#)



4 8  46 8.7K  



Tell stories

Stories is a great way to build fans. A good story introduces you to thousands of people, establishes an emotional connection, tells them about your experience and personality.



@dagorenouf: The new X algorithm rewards time spent on tweet, so don't be afraid to post long-form content. A good story that takes 2 minutes to read, as long as it's engaging, nowadays perform much better than a fun meme that people only spend 5 seconds watching.



Storytelling is a skill that you need to train. There is no story template that fits all. Instead of theory, here is a simple exercise to master storytelling quickly. I did this exercise myself and became a solid storyteller.

The idea is to **tell stories while talking to your friends** in real life.

Imagine you meet a friend and start a chat about GYM. Focus and tell a story about your last GYM session. Watch their engagement carefully - this tells if you are doing well or not. Your friends will smile and nod when engaged. You will notice when they are bored by their empty face expression.

Do it everytime you meet a friend. Don't use gestures to engage them, only words.

If you don't have friends to tell a story to, you can practice online. Start tweeting stories. It is OK to post the same one twice if it had few views. Improve it and repost it in a few days.

A story post example:



Alexander Isora, courseboi ✓

@alexanderisorax

Promote



I sold my last startup for \$800k. Sounds like I'm rich? Safe? Life winner?

No! I'm at a bigger risk of failing than you 😊

I earned \$400k in cash. It will end in ~5 years. So I still have to build a new thing to have money for living in the future. Life goes fast. 5 years is nothing. I already wasted 2 years dreaming 🤪 I need to build ASAP.

Statistically, you have a 90% risk of failure.

My risk of failing is even bigger because I already had success: now I'm overconfident and biased. Instead of discovering new, my mindset tells me to repeat what I did in 2018. Chances it will work again in 2024? 🤪

Link: <https://x.com/alexanderisorax/status/1790944951955505491>

Talk about the market

At around 3k followers, you will earn some respect. People will start to listen to your opinion. Now you can share it.

1. Find problems in your market where you disagree with everyone else.
2. Share your contrarian view publicly.
3. Let the debate begin.

An example:



Alexander Isora, courseboi

@alexanderisorax

Promote



investing in info security is the biggest mistake an indie maker can make



you should be 0% concerned. just ignore it.

you don't even need to think about the basic good practices of web dev: hashing passwords, using HTTPS, auth rate limiting, input sanitization, secure file uploading. modern frameworks and dev tools already do the job for you.

no one is gonna ever hack you because no one cares about your project (sorry).

i mean, why even trying?

data? you have no data. fame, money? also miss.

same goes for high load. you only need to care about DDoS after you face it. even then, free Cloudflare tech will be enough to handle it.

my previous SaaS ([@unicornplatform](#)) was full of security holes at the very beginning. a script kiddie could hack it. the first attempts appeared only at ~50k users. even then, i was able to filter out most of the attacks with simple nginx rules. all i lost is a few hours of downtime for my users.

big media tell stories like "Y was hacked, \$\$\$ in fees to be paid", "Z was sued for data leak".

adds anxiety, don't it?

but it is a delusion. those are huge companies with reputation and money. you are nobody (sorry x2).

among all indie makers the only big scandal happened to [@marc_louvion](#). even in that case, Marc not only did not lose anything, he actually benefited from getting free promo of his thing.

Link: <https://x.com/alexanderisorax/status/1861738458487623963>

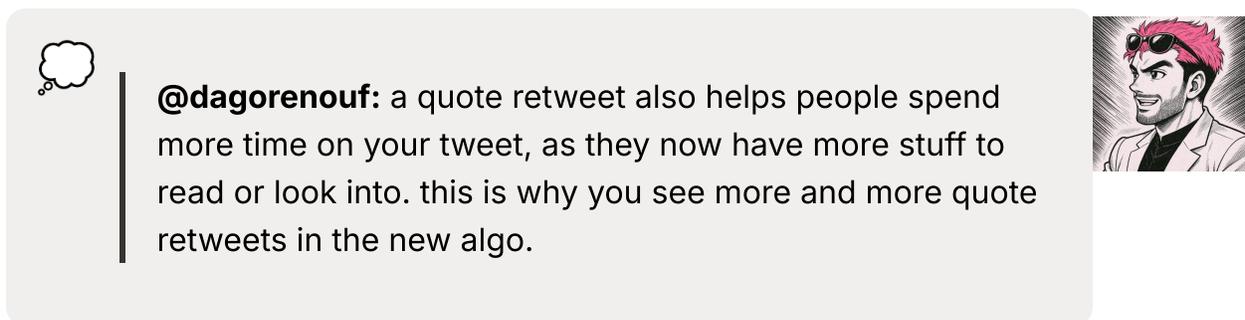
You can make it even hotter by inviting specific people to the conversation:



Quote retweet

Quote retweet is a bigger version of a reply. It contains your opinion on someone else's post.

It makes sense to start making quote retweets when your opinion is valued highly by the community. If you just started and didn't earn any respect yet, no one will care.



Here is an example of a quote retweet:



Link: https://x.com/T_Zahil/status/1944436142889111814

Repost Strategy

A worthy post can be published many times.

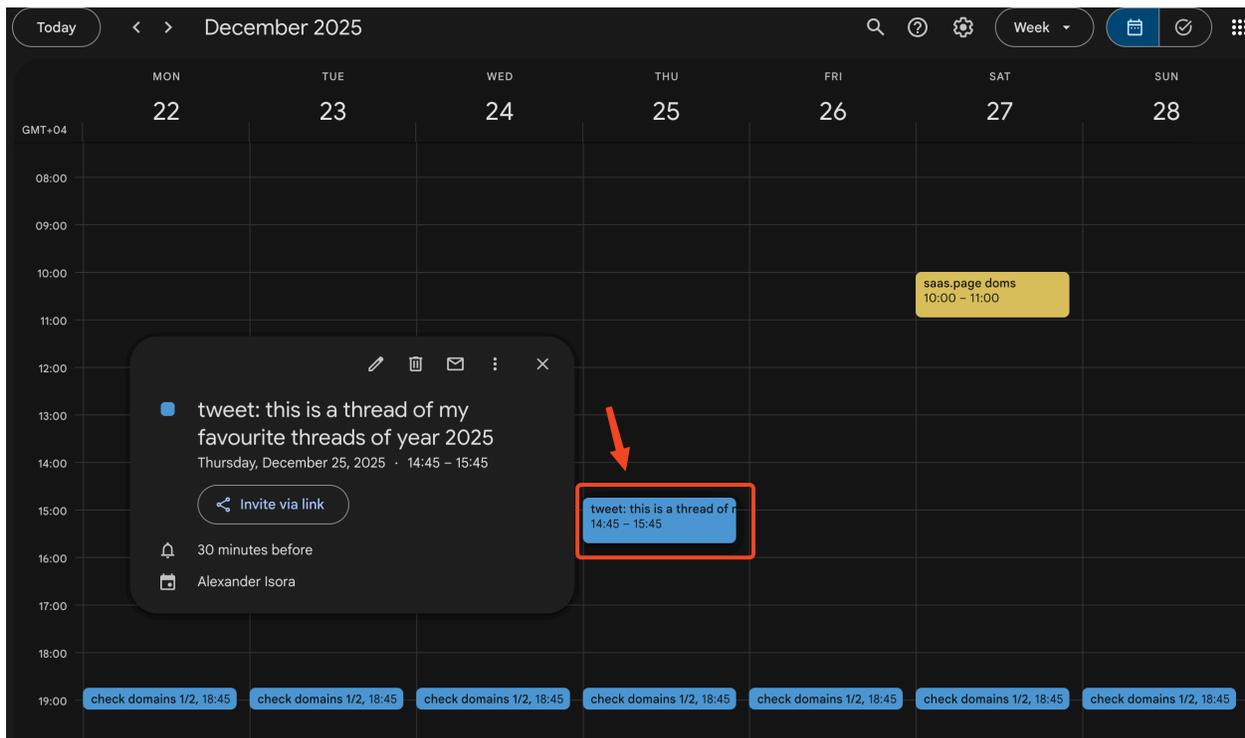
Don't copy-paste. Instead, create it from scratch using the original as a draft. Enhance it by adding more details or examples.

If it did not go viral when you posted it first, try to think why and update accordingly.

High chances, the problem was in your hook. Rewrite it.

No one will shame you for using the same content twice because no one will ever notice. People forget things quickly.

Here is how I manage re-posting. After making a good tweet, I create a calendar notification to re-post it again in 6 months:



How to make better posts

Hook is king

Pay special attention to the beginning of the post, especially to the first 3 words. If the hook is bad or average, your great content won't be read.

Here are proven hooks that work:

Numbers: "5 ways to...", "In 30 seconds...", "97% of people don't know..."

Questions: "Ever wondered why...?", "What if I told you...", "Why do most people fail at..."

Bold claims: "This changed everything.", "Nobody talks about this.", "The secret they don't want you to know."

Something unexpected: "I was wrong about...", "Delete this immediately.", "Stop doing this."

Story starters: "Yesterday I discovered...", "My biggest mistake was...", "A client just told me..."

Controversy: "Unpopular opinion:", "Everyone says X, but...", "This will make you angry."

Urgency: "Before it's too late...", "Last chance to..."

Personal stakes: "I'm risking my reputation to say this...", "This cost me \$10k to learn..."

It is important to deliver what you've promised. If you don't, people will think you are a clickbaiter and not worth following.

If your post hooks with "Stop doing this," it must be something important that everybody's doing but should stop. If it's not important or only done by few people, it's clickbait.

If you start with "Nobody talks about this," the post *must* contain something people think about but don't discuss.

Test your hook. Read it and answer 2 questions:

1. Would *you* tap on it? If no, start again. Even if the post is brilliant, it makes no sense posting it until it hooks people.
2. Did you deliver what the hook promised? If no, make the content match the promise or make the hook less baity.

Simple & short

Write simply. Don't use complicated words or scientific terms.

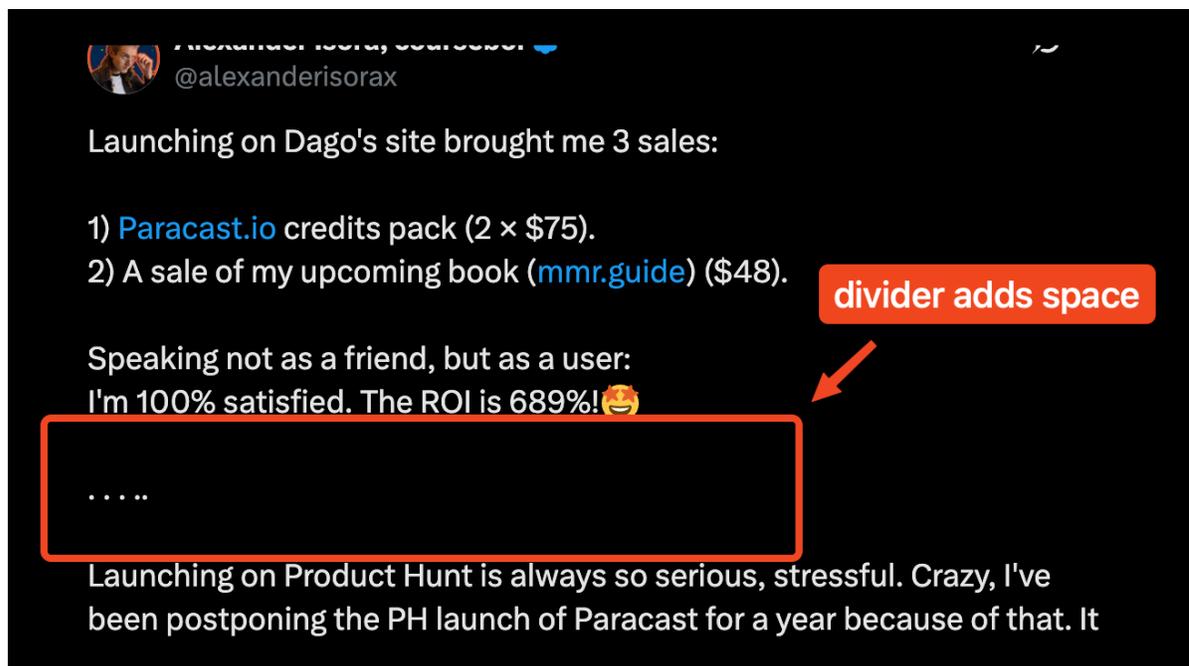
The shorter the better. Thoughts, sentences, paragraphs. Make them as short as possible. When you read your post, keep asking yourself: "Can I remove this?"

Keep it scannable

People don't read, they scan. If you don't make your content scannable, they won't engage.

Use these:

- Short paragraphs (1-3 lines max).
- Bullet points break up text walls.
- Bold key phrases.
- Emojis.
- Special symbols: 📁 ↓
- Emoticons: (^ . ^)☺
- Dividers:



Make the post airy. White space is your friend.

Build tension

Just hooking is not enough. To make them familiar with your story, experience, opinion, they must read your post till the end. Here are some great ways to keep

them reading:

Use cliffhangers

End paragraphs with hooks:

- "But that's not the worst part."
- "Here's where it gets interesting."
- "Then I discovered something unexpected."
- "Then things started to go worse."
- "But the funniest thing..."

Break up long posts

Use subheadings that create momentum:

- "But wait, there's more"
- "The real secret"
- "But this did not work"

End with impact

Don't give everything away upfront. Save your strongest points for last. If your hook promises a secret and you reveal it at the beginning, no one will read till the end.

Stack incomplete loops

Open multiple questions, answer them one by one:

"Three things went wrong that day. First, my biggest client called to cancel. Second, my laptop died during the presentation. But the third thing? That's what saved my business."

Build anticipation

This one is easy to ruin. If you ask them to stay till the end directly it may add irritation. People will feel that you don't respect your time.

Bad examples:

- "This one mistake costs entrepreneurs millions. I'll reveal it at the end."
- "Stick with me - the payoff is worth it."

The key is to set up the post the way it is obvious you can't reveal it all at the beginning.

Good examples:

- "The solution is simple, but first you need to understand the problem."
- "I'm going to share that exact email. But without understanding the context it will make no sense. So let me to explain it first."

Use pattern breaks

When readers expect one thing, give them another:

- "I thought this would be my biggest success. But it was my biggest failure."
- "Everyone said follow your passion. I followed the money instead. Best decision ever."
- "I optimized everything. Performance got worse. Then I did the opposite."

Re-read your post

This advice may sound obvious and stupid but it is actually powerful.

Re-read your posts immediately after writing. Does it hook? It is interesting to read till the end?

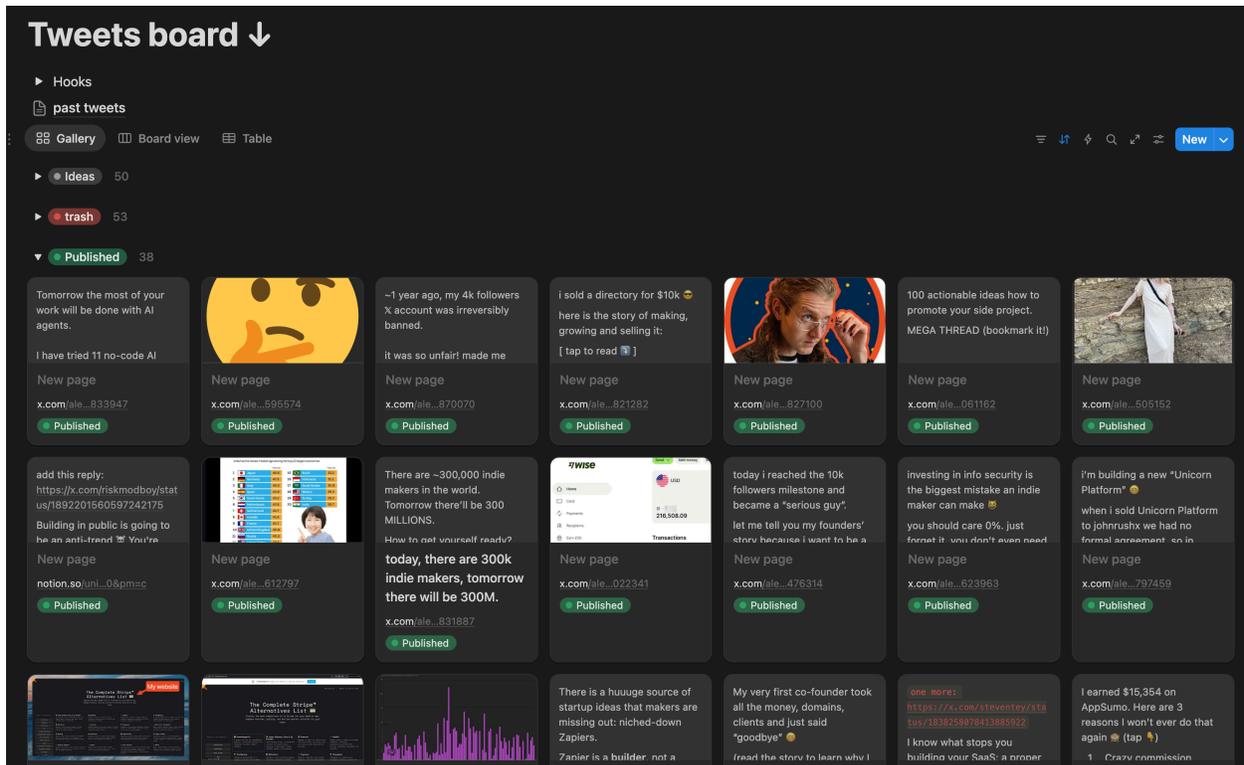
Try to do it again in an hour, then in a day.

This little tip will help to improve your tweets dramatically and filter out bad ones before you publish them.

Write 100 tweets at once

It is crucial to have a tweet board. Thus, you will never lose ideas and never have to start from a blank page.

I use Notion for that, but you can use Apple Notes, Obsidian or Google Notes.



Open your tweets boards everyday and add details to the drafts. Dump all nes ideas there.

Give emotions

Emotions are what we seek for when open the Internet. If your content inspires, gives hope or pride, it adds value to the post. Views, likes, comments go up. Negative emotions such as fear and anger work even better.



@dagorenouf: one of the hardest but most rewarding way to share on X is yo be genuine and authentic. Just share something vulnerable that you are a bit afraid to share publicaly, but that can add value to others who will feel less alone in their own situation that they can relate to yours.



Here's what you can offer:

- **Smile:** Everybody likes a good joke. It also make readers feel clever for getting it.
- **Motivation:** Make them feel they can achieve their goal.
- **New knowledge:** Make them feel they learned something. People love learning. But even more they love to *think* they are learning.
- **Anger:** Call out injustice.
- **Fear:** Warn them about dangers they haven't considered.
- **Hope:** Show them a better future is possible.
- **Validation:** Confirm their struggles are real and shared.
- **Curiosity:** Make them desperate to know more.
- **Pride:** Help them feel smart for making good choices, or simply being who they are.
- **Relief:** Solve a problem that's been bothering them or convince them it was insignificant.
- **Belonging:** Make them feel part of something bigger. "We've all been there" or "Only real entrepreneurs understand this."
- **Nostalgia:** "Remember when..." content. Takes people back to simpler times, childhood, or shared cultural moments. Shared nostalgic references put you in their tribe, so they trust you more.

Create series

Create mini-series: announce your Reddits ads experiment plan in the first post. Promise to share the resulst in a week. Then make another post with numbers and outcomes.

This way, you will hook them - people will be curious to see how your little show ends. They will be eager to see your next tweet.

After you master the mini-series, try to run bigger ones that last for months. It creates even bigger attachment.

Create space for corrections

Leave room for others to comment what you did wrong. It drives engagement because people love to be the expert.

Post "3 ways to..." and intentionally forget about the 4th item that is widely-known and useful. Watch people add the 4th way in comments. Example: "3 ways to get better sleep" - mention room temperature, no screens before bed, and consistent schedule. Skip avoiding caffeine late in the day.

Alternatively, you can make a mistake in a number and make it obviously incorrect. Example: "OpenAI raised \$40M" - they raised billions.

Be serious

⌘ can bring you thousands of clients, but only if you take it seriously.

Think of growing on ⌘ as your work. Spend enough time to do the work well. If making a meaningful reply requires 10 min to recall details, do it. If a new post requires a 6 hours research, spend 6 hours.

When I craft a story, it can take me a whole day. Find details them in my notes, ask people, find photos etc. Yes, a whole day just to write one tweet.

Be sincere

People detect lies easily. You can trick them once or twice, but eventually they will understand.

They won't blame you or laught at you. They will do worse: ignore you.

There is another benefit in being honest. It helps to stay in creative mood because you train your brain to think of interesting things, not of cheats.

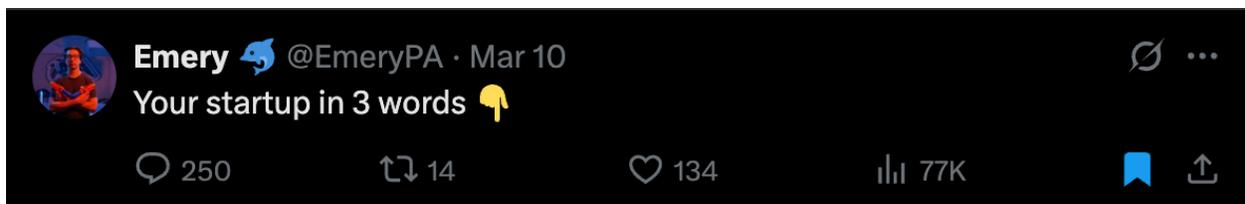
Avoid

Farming posts

Farming posts are low-effort content designed to generate engagement (likes, comments, shares). High numbers makes algorithm push the post up and it goes viral easily.

But it brings zero value.

Example:



It is tempting to make such posts. But I **strongly** don't recommend doing it.

Not because such posts bring no fans. Not getting result is not bad.

But because it destroys your dopamine system. You'll get addicted to quick big numbers. It conditions you to avoid the real work needed to create quality content that actually deserves high engagement.



@dagorenouf: one other thing to avoid for beginners is short one-line tweets. The new algorithm completely destroys them because people don't spend much time on those. No matter how many likes you get, it's unlikely to go viral and gather a lot of impressions. (unless it triggers reactions in the replies which increases time spent on your tweet and thus boosts you in the algo)



Buy engagement

No.

Not only because of ethics.

It will hurt your whole maker career. Your brain will start working not in a creative way, but in a way of finding shortcuts, which always leads to dead ends in the long run.

Mass following

Your following-to-followers ratio should remain 1:5 max. For example: 100 following, 500 followers.

You want people to follow you because of your content, not because you followed them back. If you follow 1000 people and get 100 follow-backs, those are low-quality audience members. They followed you as a token of gratitude, not because they respect you and want to listen to you.

Even if mass following brings followers, it doesn't bring fans. Remember: we aim for quality, not vanity boosts. I check my new followers, and if I see someone irrelevant (AI bots or crypto bros), I remove them and decrease my follower count to keep it high quality.

Posting news

Posting news will bring you a lot of followers, but those people will follow you only for you post news. If you post something about your project later, they will ignore it.

Hashtags

Hashtags make your post look spammy. Don't do them.

FAQ

Q: Where can I learn more about building audience on X?

Consider buying Dagobert's "How to Dominate Twitter/X" course.

Link: <https://dagorenouf.gumroad.com/l/how-to-dominate-twitter>

Q: Should I reply to all comments?

Yes. It is crucial to reply to *every* comment and DM. The people who engaged with your content are sooner to become your fans. Having a personal interaction with them is a connection opportunity they give to you. Use it.



@dagorenouf: also make sure to block and hide replies from bots under your comments. Otherwise seeing too many bots will discourage real people from participating.

