THREADS

UNLEASHED

Turn Your Threads Account
Into Your Personal ATM

Introduction

My name is Adam, or Piss Off Boss on Threads.

I gained 1,017 followers on Threads in 31 days (with a tiny audience of 125 on IG). This guide outlines the step-by-step strategy I'd use, if I had to start over.

This guide is to help save you time, money, stress, anxiety, shame, guilt, embarrassment, humiliation, fear and frequent trips to the liquor store. 😜

I earned $245 the day I launched this guide on Threads.

What you're about to discover in this guide has taken me 10+ years to learn -- the excruciating way.

The first half of this guide reveals the secrets on how to write words that get consumed, and have your audience opening up their wallets (or purses) demanding to give you money.

These strategies work on every social media platform (not just Threads) and email.

The second half of this guide are 13 tips on how I'm averaging 90 followers/day on Threads.

Mobile First

Nearly, 60% of all website traffic comes from mobile devices.

Yet, I see people all over social media sharing big blocks of text with long paragraphs.

It's clunky. It's hard to read. And often times, people scroll right by.

Space it out.

One or two sentences per line.

White space is a GOOD thing when publishing content online.

We were taught to write a certain way growing up. That doesn't work on social media.

We're not looking to ace the grammar test with our writing.

Our goal: Get our audience to CONSUME our content.

Create a Staircase

Build anticipation with your words.

I start with a short sentence.

The next sentence is a bit longer.

The third sentence is longer than the last.

I'm doing it right now with the above 3 sentences.

EXAMPLE: Shorter to Longer

You likely read faster.

Anticipation is building.

This injects emotion into the structure of your content.

On the next page, I do the opposite.

From longer to shorter.

Entrepreneurship is a lot like climbing Mt. Everest.

During a blizzard with wind gusts of 50+ mph.

Wearing a backpack with 30 lbs of rocks.

You only have one shoe on.

Both socks are soaked.

It's midnight.

No light.

It's more like that 😛

♡ 10   💬 2   🔁   ▽

Hook 'em

The first line is the most important part of your post.

We call this our 'hook'

If you don't hook them in within those first few words, you've lost them.

I'll share the same post multiple times with different hooks.

Some hit, most don't.

Don't be afraid to test several different hooks, with the same body of content.

Don't post these back-to-back, but scan through posts from a week or so ago. If they didn't get the engagement you had hoped for, try a different hook. Post it again.

A few good ways to hook people: Pain, vulnerability, humor, controversy, credibility, curiosity or radical change.

You can mix and match any of these, too.

Example #1

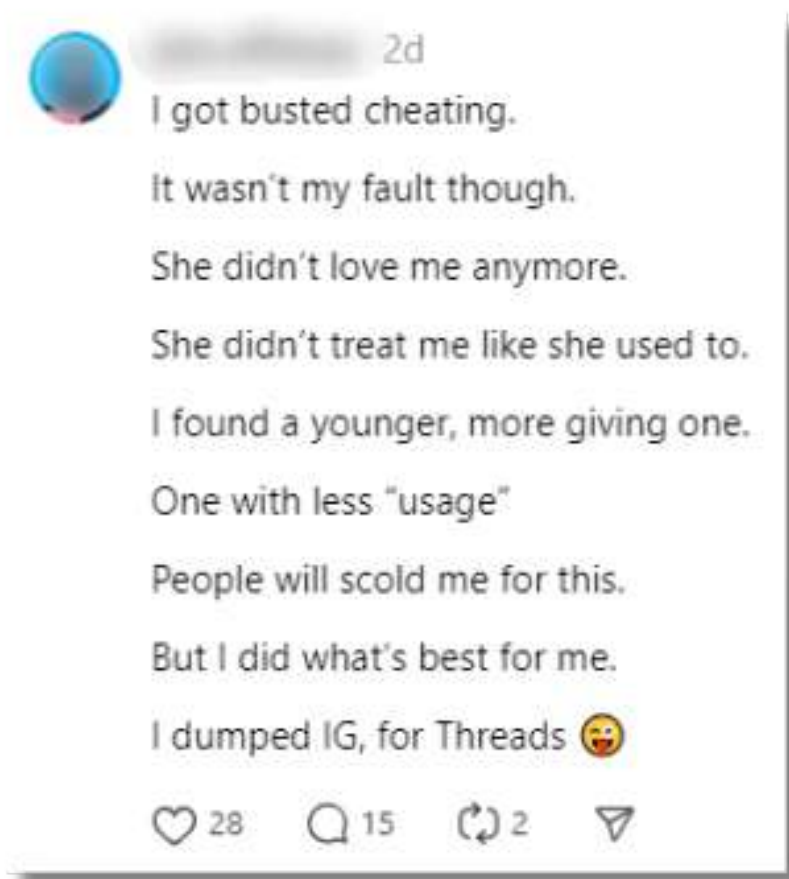I start with vulnerability.

Then I add a twist of humor into it.

> 12h
> I came up short
>
> Story of my life 😛
>
> Woke up to 1k followers.
>
> Today is day 31 on Threads.
>
> Opening up the presale of the step-by-step process of everything I did later today
>
> Keep yo eyes peeled 👀

Example #2

I start with curiosity, and a bit of humor with the word "mofo"

I then reveal a "secret" of mine.

> d
> I cheat like a mofo on Threads
>
> I repurpose my older Threads on here often.
>
> Don't worry about sounding redundant.
>
> Your audience needs to be reminded more than they need to be taught.
>
> ♡ 22   ⊙ 12   ⟳   ▽

Example #3

I start with pain (although, it ends with humor)

> 2d
>
> I got busted cheating.
>
> It wasn't my fault though.
>
> She didn't love me anymore.
>
> She didn't treat me like she used to.
>
> I found a younger, more giving one.
>
> One with less "usage"
>
> People will scold me for this.
>
> But I did what's best for me.
>
> I dumped IG, for Threads 😜
>
> ♡ 28   ◯ 15   ↻ 2   ▷

Example #4

I start with controversy (saying I purposely REPEL certain people with my content)

Then I give an example of who I'm referring to.

Example #5

I start with credibility.

Then add even more credibility.

Example #6

I start with radical change.

> 24
>
> I almost quit
>
> I sold website design years ago.
>
> One client was a jewelry store owner here in Vegas.
>
> He didn't pay his bill, so I took his website offline
>
> He called me screaming, "I'm going to put you through a meat grinder if you don't turn my site back on!"
>
> He was a 70-year old Italian from New York, so thought he might follow through 😛
>
> He ended up paying me, but that incident scared the shit out of me.
>
> I almost quit.
>
> Entrepreneurship ain't for the weak.
>
> ♡ 10   ◯ 4   ⟳   ▽

Example #7

One of my best posts to date.

This post has controversy & humor.

> 06/23/2024
>
> Use Threads to make money, not argue with strangers
>
> ♡ 419   ◯ 130   ⟳ 43   ▽

Example #8

This post was a twist on the overused "UNPOPULAR OPINION" hook.

Create Mind Movies

One of the biggest mistakes I see with writing online.

Lack of specificity.

A mentor once said to me:

"Specificity spits out cash!"

I see a plethora of vague content being shared online.

Boring. Vanilla. Basic.

We want to spice it up with specificity.

A "Silly" test I like to run my content through.

"Can I draw a picture of it?"

If I cannot draw a picture, it's not specific enough. Back to the drawing board. Pun intended.

Here's a bad example and a good example;

BAD: "I want to lose weight"

Too vague.

If your reader has to think, you've lost them.

Here's a better example:

GOOD: "Do you get winded after wresting with your kids on the living room floor after a few minutes?"

You likely visioned a man wrestling on the living room floor with his kids, right?

I created a "Mind movie" in your head.

I painted a picture.

When your audience can "see" it, it makes it more believable.

More believable = More trust
More trust = More green stuff in your piggybanks.

Use Analogies

I use metaphors and analogies in my content.

It's similar to the point above about specificity.

Here are a few examples I use:

Instead of saying, "Make more money"

I say: "Stuff your piggybanks with more of the green stuff"

Instead of saying, "That's hard/difficult"

I say, "It's like folding a fitted bedsheet" or "Like vacuuming the beach"

Instead of saying, "Be different/unique"

I say, "Stand out like a vegan at a steakhouse"

Some benefits of using analogies in your content:

- You stand out
- You get remembered
- Your reader can visualize it
- You add humor to your content

A lady DM'd me last week that she used an analogy of mine (with her own twist) on a Reel that went viral.

She remembered me because of the analogy.

I got this comment earlier today.

5h

THIS is how you start the 2nd half of 2024! As always...I'm rooting for you 🙌

It's your content! Got me fired up! I notice that I have been quoting you lately!

Create your own analogies.

Use them frequently.

I created some of mine years ago.

Some I heard from others, and added my unique twist to them to make my own.

Avoid Words That End With "ly"

Try your best not to use these words:

- Well
- Very
- Just
- So
- Really
- Actually
- Probably
- Already
- Finally
- Simply
- Quickly
- Slowly

These words make your reader think. We do NOT want that

Avoid Adjectives

Not all adjectives are bad.

Adjectives can cause our reader to interpret – NOT what we want.

Remember, we want to create "mind movies" in their head.

Adjectives are vague words that don't mean much.

Worse, they can be interpreted 238 different ways.

"The service was bad"

"How bad was it?

Bad to you might mean the waiter screwed up the drink order.

Bad to Joe might mean the waiter spilled the steaming hot pasta dish down his wife's brand new white blouse.

You can delete these words from your social media vocabulary:

- Good
- Bad
- Hot
- Cold
- High
- Low
- Small
- Big
- Best
- Excellent
- Wonderful

Avoid Using Commas

REMEMBER:

We're not here to win a grammar test.

We're here to get our content consumed.

Commas make the sentences longer.

Break it up into two sentences, or rewrite it.

I'm a work in progress with this one 😜

EXAMPLE:

I was just writing a post and initially wrote:

"With each post, I get a teensy bit better"

I then reworded it to:

"I get a teensy bit better with each post"

The first sentence causes me to pause for a split second.

We don't want our reader to pause.

The second one reads faster. This is what we want.

Avoid Using "And" Or "Or"

"And" makes the sentence longer.

I'm not perfect with this, either.

A constant work in progress.

EXAMPLE:

How our Grammar teachers taught us to write paragraphs:

My life is boring. I walk and write daily. I quit alcohol and eat 10 eggs/day. I play with my kids and strive to inspire one person a day. I'm happy with my so-called "boring" life.

A better way:

EXAMPLE:

How we're supposed to write paragraphs:

"I posted my first Thread on May 30th. No plan, strategy, or content calendar. Just my unfiltered thoughts."

A better way for social media:

How to End a Post

The hook (the first line of your post) gets your content read.

How you end it is what gets you remembered (and usually a follow)

Many status updates fail to end with a punch.

Leaving the reader curious as to what the takeaway was.

It's part art, part science.

In the example below, I'm sharing how I use Threads.

Inspiring others that this is a free platform that allows us to inspire others.

To stuff our piggybanks with more of the green stuff.

I should NOT have started two sentences with "and".

It ends with inspiration. We should all be grateful for the opportunity we have.

21h

I look at Threads as my canvas

I practice my writing everyday on here.

I get a teensy bit better with each post.

And some people get inspired by my words.

And some people buy my products.

And this is a FREE platform.

What a time to be alive.

♡ 27   ○ 8   ↻   ▽

One more example:

I'm sharing a helpful tip for my audience.

Most entrepreneurs struggle with coming up with content ideas.

I'm sharing how I "cheat like a mofo" and repurpose Threads often.

I end the status with inspiration about their audience.

I'm helping my audience help their audience.

I cheat like a mofo on Threads

I repurpose my older Threads on here often.

Don't worry about sounding redundant.

Your audience needs to be reminded more than they need to be taught.

♡ 22   ◯ 12   ⟳   ▽
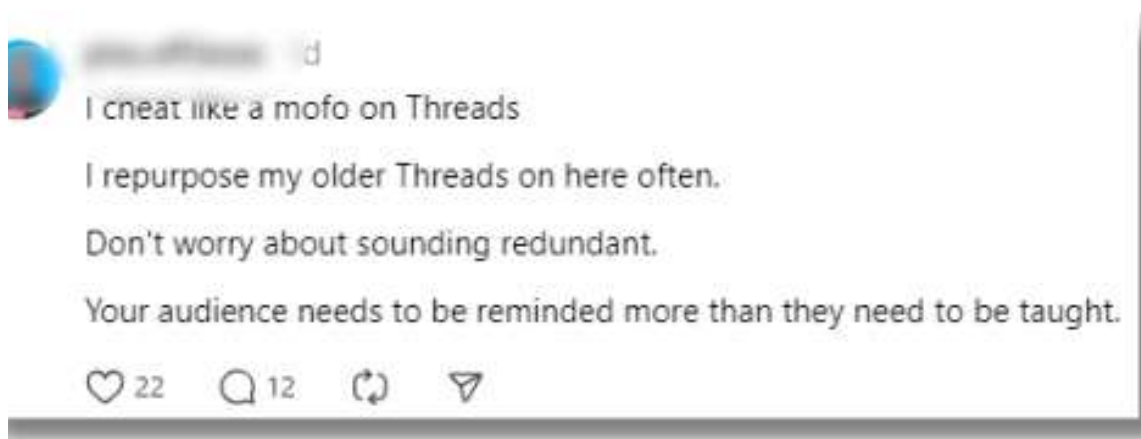
Conclusion

I wanted to share examples of posts, so you could get a better grasp on how to write words that get read and open wallets (or purses) of your audience.

This is only a guide.

You need stories worth sharing to make your audience feel something.

It's difficult – like folding a fitted bedsheet – to write scroll stopping content, if it's around a topic that doesn't light a fire in your belly.

Empathy is your secret weapon when it comes to marketing.

If you haven't been in your audience's shoes, they can sense that. It's hard to hit them on an emotional level, if you've never experienced what they have/are.

Go out and do things.

Share what you did online.

Lessons learned and mistakes made.

There is power in vulnerability.

Getting in the trenches and sharing your experiences is how you write a handful of engaging statues each and every day.

Why Threads?

It's the 2nd most downloaded app on the Apple Store

Zuckerberg posted this on the one-year anniversary of Threads (7/3/24)

A Marketer's Dream Platform?

Threads is a platform filled with people complaining about their problems.

As a marketer...this is like someone handing us content ideas on a silver platter.

The Market Research that can be done on Threads is mind-blowing.

Your audience is sharing their biggest problems, frustrations, pain points, dreams and desires.

We can use this intel to create content that gets our audience to awkwardly slide into our DMs and ask, "DO you offer coaching?"

Threads Tip #1

80% of my posts on Threads are comments on other people's Threads.

I do this for several reasons;

1. It allows me to get in front of their audience. This allows me to showcase my expertise and willingness to help others, in front of people I would likely never be able to reach.
2. It gives me heaps of content ideas. Most of the posts on my page come from ideas that I got by answering a question and/or leaving a comment on someone else's Thread.
3. When done correctly, you can build an engaged following, fast.

I started giving out free IG audits in the 2nd week on Threads.

By the way...when I started this, I had probably 125 followers on IG. Not an expert.

However, I've been in this space since Obama's first term in office, so I critique their messaging/content.

I noticed entrepreneurs complaining about no sales.

They claimed they were "doing everything right".

They'd ask for advice.

I'd look at their profile.

The mistakes they were making were as bright as day to me (because of my experience).

I'd scroll through their Reels, read their captions, and check out their stories.

I would then go back to their Thread and leave my $0.02 (audit).

I used a "Critique Sandwich" (I made up that term today while chatting with an entrepreneur)

I started my comment with something positive they were doing.

I then added 3-4 points about areas they could improve (critiques)

I wrapped up my reply with something positive.

I still do this to this day, as it's so effective.

Copy & Paste Secrets

I cheat like a mofo on Threads.

You'll notice the same 4-5 questions asked over and over again.

I have a Google doc with my answers to some of the most commonly questions I see asked.

My answers are detailed, in step-by-step format.

Full of value. Zero pitching.

When I see one of these questions asked.

I open up my Google Sheet.

Copy and paste my answer on someone's Thread.

I do this often.

I used to do this in Facebook groups, too.

Since my answer is so detailed, it appears that I took the time to answer their question in detail.

Their audience sees that, and often times follows me.

In reality, I just copy and pasted my answer to a question that's been asked 5,932 times before.

This is one of my biggest "cheat codes" to growing so fast.

There's been two strategies that I've used to grow to 1,017 followers in 31 days.

This is one of them.

The next one is...

Threads Tip #2

I write one long=form post/day.

I don't think many people are aware of this.

On Twitter, this is called a 'Thread'

On Threads, I have no idea what it's called.

These are "mini blog" posts.

You can write a series of Threads that are in sequence.

You have 500 characters per Thread.

Once you run out of room, you add the text where it reads "Add to thread" (at the bottom)
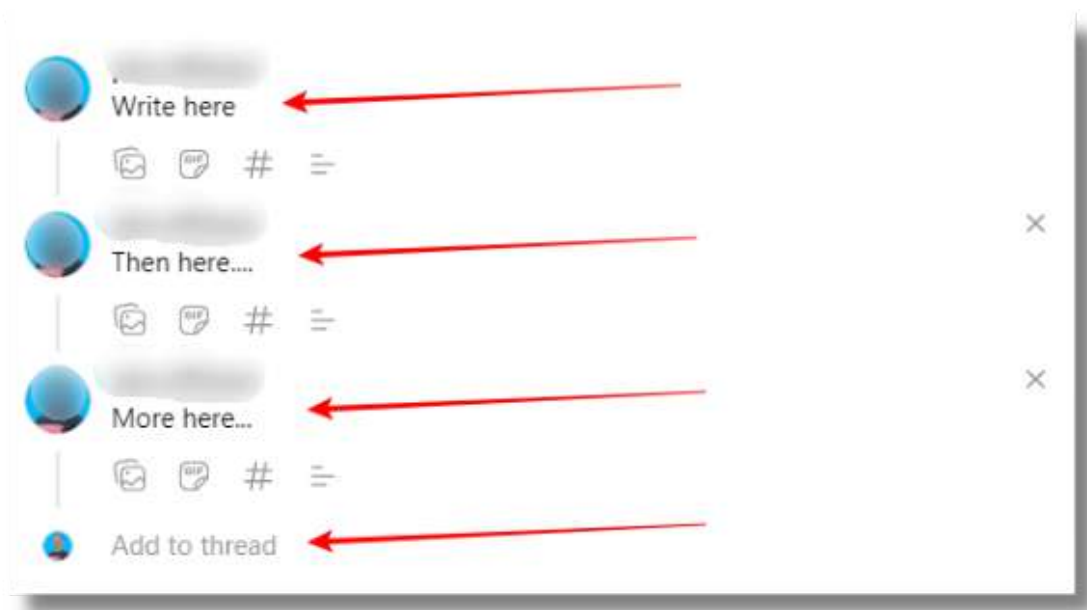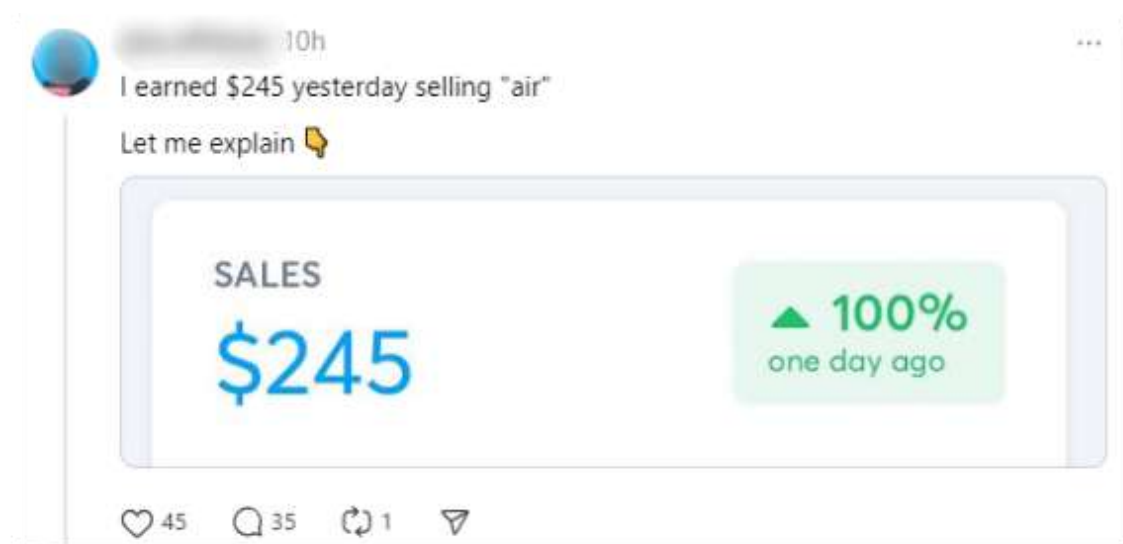

WARNING: This will explode your following

I don't see many people doing this.

The Anatomy of a Long Form

The first line is CRUCIAL.

If you don't hook them in that first line, they'll keep scrolling.

EXAMPLE:

I use numbers (when possible).

I use specificity.

I pique their curiosity by claiming I sold "air".

On the following line, I want them to know that I reveal the details below.

I use the finger pointing down emoji (I use this site for emojis)

I don't always use an image on the post, but it can help grab attention.

This is the next Thread in the sequence;
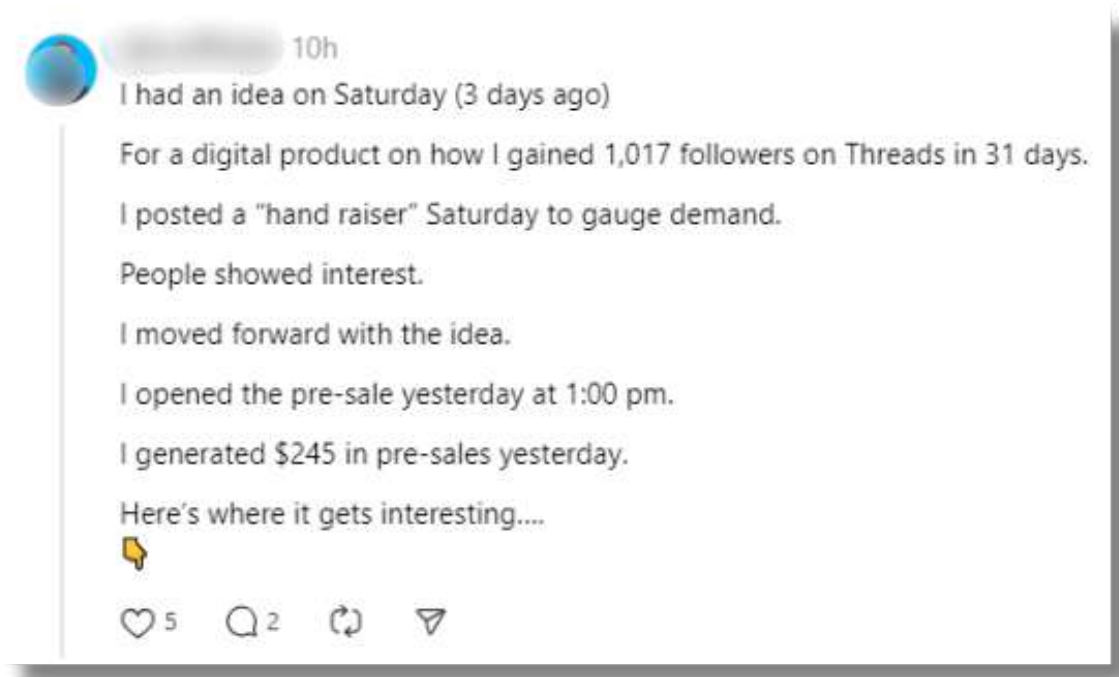
I get right into the story.

At the bottom, you'll notice I "leave them hanging".

I'm trying to pique their curiosity, so they continue reading.

I add the 👇 to let them know there is more.

I give everything away in these long forms posts.

Nothing held back.

This is how you build trust in your marketplace.

This is how you gain respect and admiration from your peers, competitors and haters.

Here are a few more examples of long forms of mine;

EXAMPLE #1

This is a step-by-step plan anyone could implement and start making money selling digital products.

EXAMPLE #2

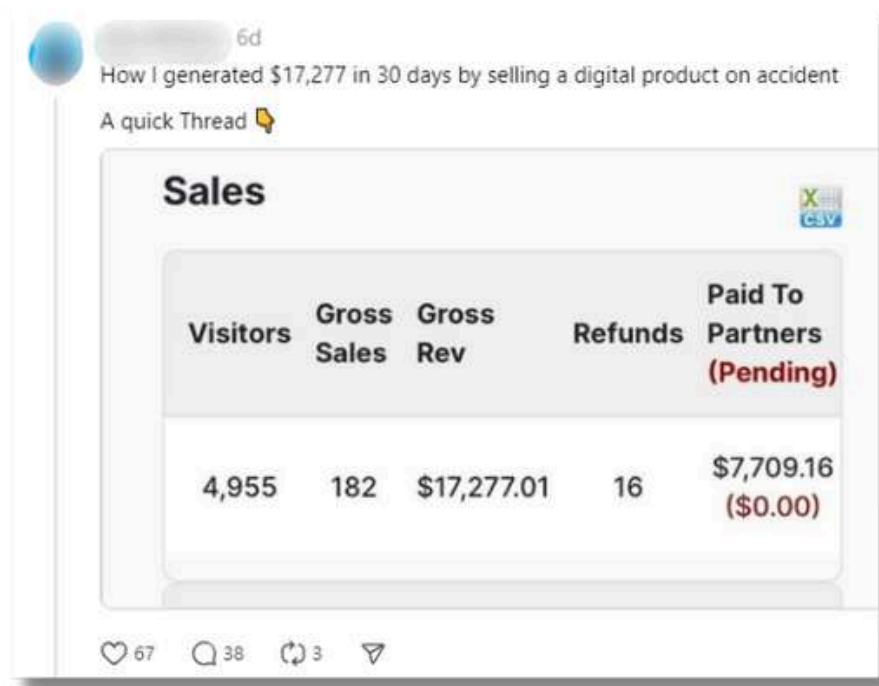I lead with a pain point many are having on Threads.

EXAMPLE #3

I lead with another pain point my audience faces.

EXAMPLE #4

This is a case study of mine.

EXAMPLE #5

I lead with a pain point entrepreneurs face.

Threads Tip #3

Share Your Unfiltered Opinions (you'll upset people, if you do it correctly)

I posted my first Thread on May 30, 2024.

No plan.
No schedule.
No content calendar.

Just sharing my "against the grain" opinions, unique perspectives and stories from years in the trenches.

I have a strategy now (shared more below), but I didn't when I first started.

My style is real, raw & relatable.

No BS.
No sugarcoating.
Straight to the point.

Many people appreciate this.

They're fed up with the "sunshine and rainbows" from the Greedy Gurus.

43m

Love this! Thanks for being so real! I binge your content daily here! ❤️

Some hate my style as it's "mean" or "too brash".

I understand my style isn't for everyone.

I am 100% ok with that.

Mother Teresa had haters.

So did Jesus Christ.

So did everyone trying to good in the world.

You will have people who disagree with you.

I find far too many think this is a popularity contest.

They want to be liked by everyone.

Jeff Bezos famously once said, "Your brand is what other people say about you when you're not in the room".

Elon Musk, Kanye West, and Andrew Tate are polarizing figures. They garner attention. They have the respect of millions.

To earn respect, you need to stand for something. You need to have conviction in your values, beliefs, and ideas.

You want your audience to "pick a side".

Either is side is fine.

What you do NOT want is people "in the middle".

It's hard to make money from "Luke warm" followers.

Threads Tip #4

Give Without Expectation.

Threads is filled with desperate newbies trying to force a sale in every opportunity they see.

Some of the comment sections on these Threads makes me want to dig my eyeballs out with plastic spoons.

People go into pitch mode right away.

This is how you differentiate yourself.

This is how I was able to generate $635 in the first 28 hours, launching a $10 guide that WASN'T EVEN CREATED YET!

They bought a pre-sale with the promise the guide would be delivered in 5 days.

They get a steep discount for investing during the pre-sale.

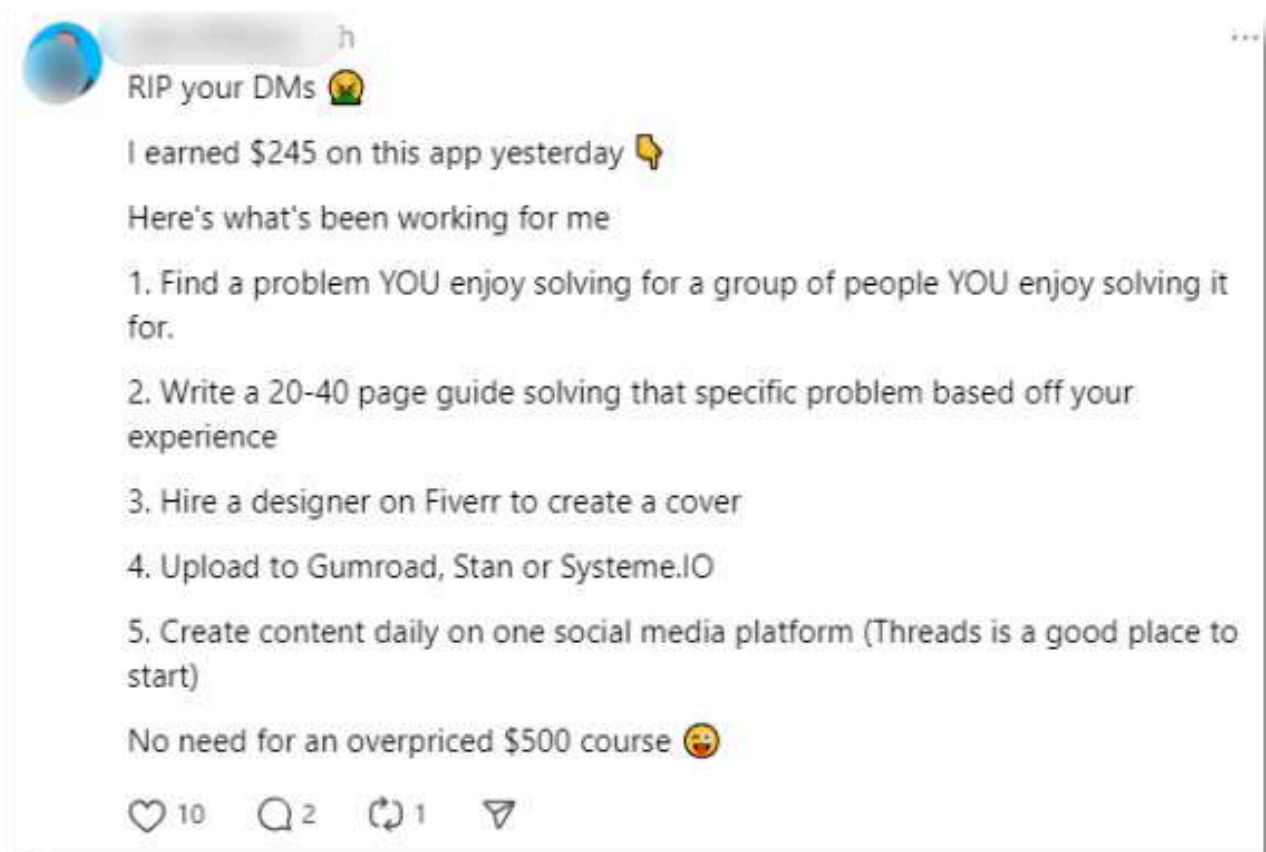This only worked because my audience trusted me.

They knew I was not going to run off with their money, or scam them.

I earned their trust over time by giving without expectation.

Here are a few examples of comments I made on other people's posts;

She asked how to make money on Threads.

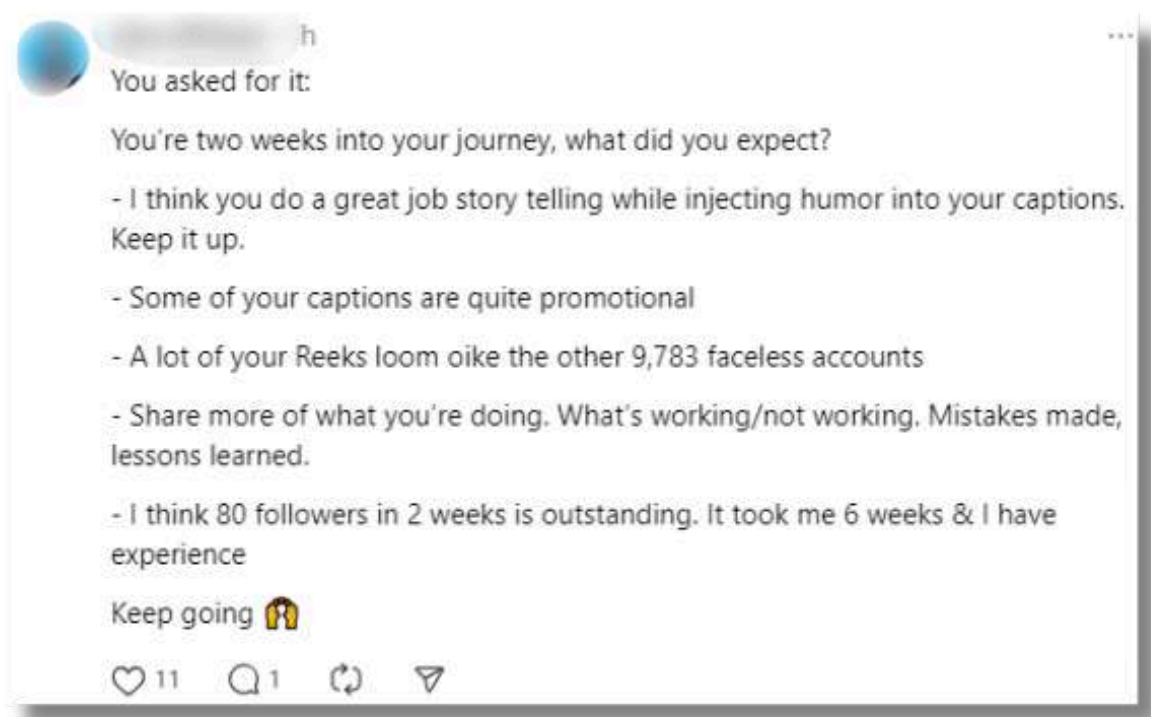I gave her an actionable, step-by-step plan she can implement immediately.

RIP your DMs 😵

I earned $245 on this app yesterday 👇

Here's what's been working for me

1. Find a problem YOU enjoy solving for a group of people YOU enjoy solving it for.

2. Write a 20-40 page guide solving that specific problem based off your experience

3. Hire a designer on Fiverr to create a cover

4. Upload to Gumroad, Stan or Systeme.IO

5. Create content daily on one social media platform (Threads is a good place to start)

No need for an overpriced $500 course 😅

♡ 10   💬 2   ↻ 1   ▽

This lady was struggling with sales.

She asked for advice.

I spent 15 - 20 minutes reviewing her IG account.

Notice my "Critique Sandwich" where I share something positive, 3 areas for improvement, then warp it up with something positive;

You asked for it:

You're two weeks into your journey, what did you expect?

- I think you do a great job story telling while injecting humor into your captions. Keep it up.

- Some of your captions are quite promotional

- A lot of your Reeks loom oike the other 9,783 faceless accounts

- Share more of what you're doing. What's working/not working. Mistakes made, lessons learned.

- I think 80 followers in 2 weeks is outstanding. It took me 6 weeks & I have experience

Keep going 🙌

♡ 11   ◯ 1   ♻   ▽

This young lady asked for tips on Threads;

5d

Share your unfiltered opinions.

You stand out like a vegan at a steakhouse

80% of my posts are replies to others (like this one)

My Threads following is 3x the size of my IG following.

♡ 21   ◯ 4   ♻   ▽

No where did I pitch anything in these posts.

I shared my perspectives based off of my experience.

Genuine help.

When you focus on serving your audience, you'll start getting comments like this...

Quit posting so many good threads!! Every time I open the app, I have more threads of yours that deserve a comment and a like! 🤣

❤ 6   💬 2   🔁 1   ✈

You know you're my favorite on Threads right???

Threads Tip #5

Document Your Journey (the good AND the bad)

Share the mistakes made, and lessons learned.

Share what you're doing/learning.

Share what's working and what's NOT working.

Share any wins you have. There is no such thing as a "small" win. Celebrate them all.

Be human.
Be vulnerable.

Too many are modeling (Lets me real here, COPYING) what others are doing.

This is why so many are trapped in the dreaded 'sea of sameness'.

They look like everyone else.

They sound like everyone else.

They sell the same thing as everyone else.

Sharing your journey is how you eliminate your competition.

No one can compete with your story.

Too many people are teaching their audience to death with tips & tricks.

If they can Google it, don't post it.

Your audience CRAVES your wisdom.

They want your perspectives on things.

You cannot gain wisdom and perspectives without taking action.

Take off your "teacher" hat.

Act as a news reporter.

You're leading the way.

To lead means to go first.

You're out there doing things.

Your content is you "reporting" back your findings to your audience – the good, the bad and the ugly.

Threads Tip #6

Shout From The Mountaintops

You have to promote yourself every day, no one else is going to do it for you.

Promote your ideas, beliefs, thoughts, and solutions (offers)

I have a folder on my desktop (and several on my phone) called a "Brag Folder". I screenshot (I use this FREE Chrome extension) nice comments, compliments, testimonials and/or case studies.

A couple examples of comments I've received

_____ 32m
FU*K buying a course on Threads. 😮
5 things that gained me 703 followers in th...
This is an absolute banger of a post! Thank you @piss.off.boss . Now that's how you gain a follower. Cheers!
♡ 1

_____ 1h
FU*K buying a course on Threads. 😮
5 things that gained me 703 followers in th...
Allllllll of this!!! Much respect to you!!! 🫡😎

These are all forms of social proof.

70% of people trust what strangers say.

Another benefit of creating a Brag Folder;

If you're anything like me...

You struggle with imposter syndrome & self-doubt, 238x a day.

When this those negative thoughts hit me, I open up my brag folder and scan through some of the nice comments I've received.

I instantly feel better in 10 - 15 seconds.

My advice: **CREATE A BRAG FOLDER RIGHT NOW**!

I aim to share one screenshot a day on Threads.

I open up my folder on my phone, scroll through them, and post it with some text/context.

In the coming pages, I'll share my daily workflow of what I post on Threads.

Threads Tip #7

Share Your Wins

There is no such thing as a "small" win.

A win is a win.

Celebrate every one of them!

- A sale
- A lead
- Inbound DM
- Breakthrough
- Hit XXX followers
- Learned something
- Nice comment on a post
- Had an "ah ha" moment
- Made a connection in the DMs

Give your audience some context when sharing these wins.

Share what was happening before the win, the shift you made, along with the result (win). Any lessons you learned and/or mistakes made to achieve the win.

Use specificity when promoting a course/training online.

Here's a few bad and good examples;

BAD:

"It's so amazing!"
"[COURSE NAME" is the best. OMG!"
"I bought [COURSE NAME} and went through it. OMG!!!"

BETTER:

"I increased my store visits by xx%"
"I doubled my leads since using [COURSE NAME]"
"I increased sales by XX% after taking [COURSE NAME]"

Use numbers whenever possible.

Numbers make it more tangible.

Numbers make it more believable.

Specific numbers.

$492 is more believable than $500.

Remember what my mentor once said:

"Specificity spits out cash"

Case in point 👇

FU*K buying a course on Threads. 😵

5 things that gained me 703 followers in the last 11 days 👇

♡ 235   ◌ 139   ↻ 20   ◁

Threads Tip #8

Content Ideas

I have a Google Sheet with 11 pieces of content I try and share as often as possible.

- Share a testimonial
- Share a business story
- Share a personal story
- Post a long-form Thread
- Share a mindset tip
- Share a practical tip (something my audience can use IMMEDIATELY)
- Post about my product
- Post about my mission (few are doing this)
- Share my USP (Unique Selling Proposition)
- Post a Poll
- Pitch Offer

Here are 15 prompts to dominate Threads;

1. Share an insight
2. Something you read
3. Something you watched
4. Something you were told
5. A big breakthrough you experienced
6. A hard decision you had to make
7. Share a rant
8. Something out of your comfort zone
9. Something uplifting
10. Something embarrassing
11. Something you owned up to
12. Something that made you feel proud
13. A situation where you changed your mind
14. Take a stand against something in your industry
15. A disaster that happened

Threads Tip #9

Poll People

This is how to create content that gets people to open their wallets (or purses)

I ran a poll the other day when I decided to create this guide.
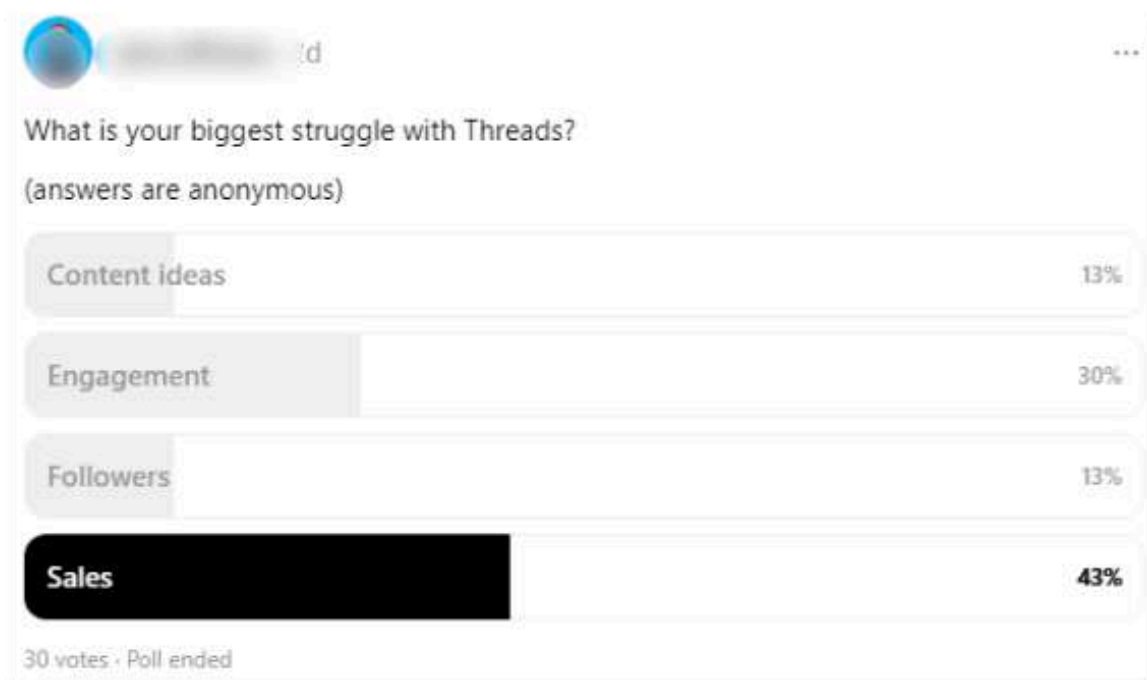
43% of people said "sales" was the biggest struggle on Threads.

Guess how I came up with the subtitle of this guide?!?

That Poll!

Threads UNLEASHED: Turn Your Threads Account Into Your Personal ATM

I can tailor my content based off this feedback.

This allows me to position my offer as the solution to my audience's biggest problem.

I have another digital product called the Digital Product Challenge.

When my customers create and launch their digital product in 5 days or less, I will become their first paying customer.

However, I felt that the "5 day window" was preventing people from investing in the Challenge.

I ran a poll to see if my audience felt they could create and launch a digital product in 5 days or less.
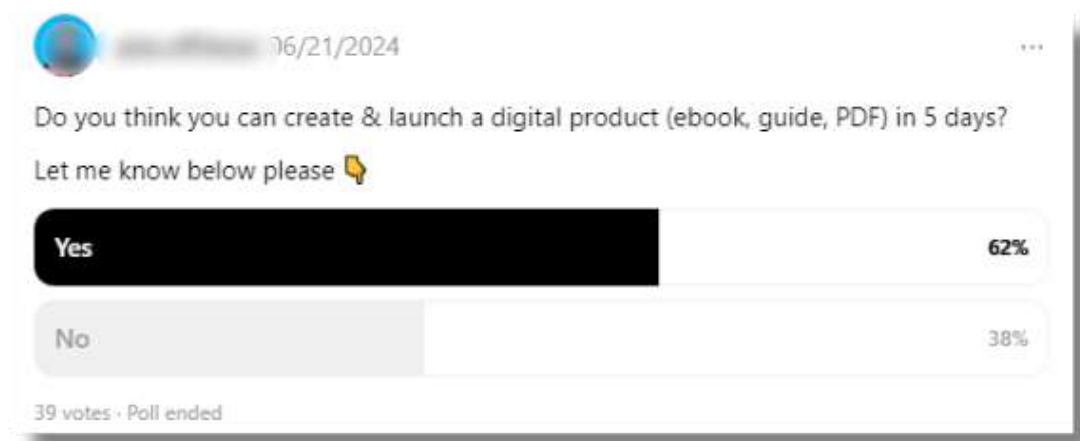
38% didn't believe they could do it!

That's more than a third of people who would never invest in my Challenge!

I removed the "5 day" stipulation. I will buy their digital product if they launch it next week, next month or next year.

Sales have increased since making that change.

However, not as many people are completing the Challenge since removing the time limit.

Poll your people, and tailor your content and offers around the data you gather.

Threads Tip #10

Show Up As Your Unapologetic Self

This applies to every platform.

Too many are modeling everyone else and blending in with the dreaded 'sea of sameness'.

I share my "against the grain" opinions, unique perspectives and stories from years in the trenches.

I'm direct.

I'm blunt.

I'm me.

If that's not your style, don't model me. Be Y-O-U.

This ATTRACTS the right people.

This REPELS the wrong people.

Find your unique gift, and use it.

> That's what we're about. We need more like you within this space!
>
> Since we came across you on threads we can't stop wanting the truths you're sharing!

Double tap to ❤️

Threads Tip #11

Inject Your Personality Into Your Content

This is the "missing piece" for most people.

They model what everyone else is doing.

They come across as boring, vanilla.

Share your weird quirks with the world.

You'll find they're not that weird, as there are plenty of people who share those same quirks, too.

I share my love of egg nog & Yellowstone, my 8th grade sense of humor, how I eat 10 eggs/day (Carnivore diet), being a Dad, my love of pizza/sweets, walking 10k steps/day, etc.

All these things make me, me.

I have a dozen or so analogies that I'm becoming known for.

People are starting to quote my analogies.

I connected with an entrepreneur a few weeks ago over our love for pizza!

We're all building PERSONAL brands.

Share more of WHO you are.

Share more of HOW you're wired.

Share more of WHAT makes you tick.

Threads Tip #12

Comment Daily

I touched on this in tip #1

I want to share a free tool with you that forces me to focus.

I set aside two 25 minutes blocks to comment on people's posts when I started out.

Nothing else.

I did this for 25 minutes using this free tool.

I did one session in the morning, and one in the afternoon/evening.

If you don't have 50 minutes, adjust this to your schedule.

There is something about using a timer that forces you to focus on the task at hand.

I put my phone in the other room. Minimize or close out all other windows. Sometimes I put on my earphones.

Total focus.

This is how you get two hours of work done in 25 minutes.

You can do this for any task, not just commenting on Threads.

Threads Tip #13

Repurpose. Repurpose. Repurpose.

Do you remember what you posted last Thursday?

Your audience doesn't either.

It's ok to repeat yourself.

In fact, you better get used to sounding like a broken record.

Your audience needs to be reminded more than they need to be taught.

Perspective:

90% of people who saw your posts will forget.

85% of your audience never saw it.

0% of your future followers haven't seen it.

Get in the habit of repurposing your older content.

You can make slight tweaks to it, or you can post it as it is.

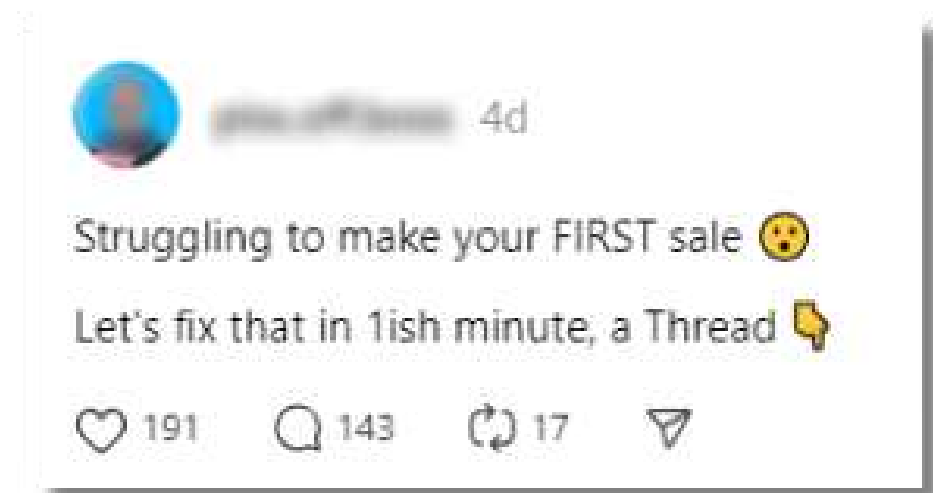Let me share a few examples of posts I've repurposed.

EXAMPLE #1:

I posted this long-form on June 15th;

I posted it again on June 30th.

I tweaked the hook a bit.

I copy & pasted the body of the content from the previous Thread.

Conclusion

I appreciate you investing in Threads UNLEASHED!

The next step: **Implement**.

It's time to execute on the information I shared in this document.

Please don't copy my Threads.

Use them as inspiration to create your own magic.

If you want to connect with me on Instagram, <u>do so here</u>.

If you want to connect with me on Threads, <u>find me here</u>.

If you missed the 17 "Plug & Play" Viral Thread Templates. **<u>Grab them here</u>**. Use coupon code "thanks" to save $10

Leave me an honest review on Threads UNLEASHED, and I will gift you 5 "Plug & Play" Viral Templates. <u>Leave your review here</u>.

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