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If leveraged quickly, Twitter can lead to life changing opportunities, jobs, mentors, and friendships. It did for me. But 95% of people have no idea how to start. Here's a thread of 13 tips to help you **turn Twitter into your most valuable resource:**

1. **Protect your attention from the algorithm.** Twitter is geared to try and serve content they think you like, not content that will create a positive impact for you. To protect your attention:
    a. Use Twitter Lists
    b. Block Trending Topics
    c. Regularly Mute Conversations
2. **Build Twitter Lists.** The Twitter timeline is scattered. One second you are learning about NFTs, the next the best coffee shop in NYC. Lists create content silos that allow you to build a deeper understanding of the topics you actually care about.
    a. Use Lists on iOS. The majority of Twitter consumption happens on mobile.
    b. Easily toggle between lists at the top of your screen by pinning them there!
3. **Use Tweetdeck.** Tweetdeck superpowers your Twitter experience.
    a. Displays all your lists in one place.
    b. Timeline is organized by chronology, not the algorithm.
    c. Allows you to see the bios of your recent follows (DM the ones that interest you!)
4. **Follow/Leverage Topics.** Topics:
    a. Can help you build domain authority quickly
    b. Centralizes the best content that you should add to your swipe file
    c. Provides a consistent stream of high-quality follows in your interest areas.
5. **Leverage Advanced Search.** Use it to find:
    a. Who are the best writers in x field? [adjusting for terms]
    b. What are the best content topics to write about?
    c. How did your favorite accounts get started? [adjusting date range]
6. **Install Twemex.** Twemex minimizes the friction of search. This magical plugin allows you to:
    a. Immediately see the user's best tweets
    b. Randomly toggle between users for inspiration
    c. Easily browse for key terms in a user's tweets
7. **Build a Twitter Swipe File.** Swipe File: a collection of tested and proven advertising and sales letters. In our case, we want to be collecting the best Tweets in given topic areas. Notion is great for storing this type of content.

8. **Write Threads.** Threads lead to growth, but why?
    a. Efficient value transfer
    b. Aggregate other resources easily
    c. Higher retention of audience's attention [reading your content for 10 secs v. 5 mins]
9. **Dive deep into Analytics.** Once you start producing content/writing threads, focus on evaluating how each piece of content performs. Over time you want to improve your profile view/follow ratio - by improving your bio, call-to-action, and content in general.
10. **Optimize your bio.** Your bio is your resumé to the rest of the internet and a big determinant in whether people will follow you or not. Experiment with it over time to find your perfect fit.
11. **Learn from others.** There is no one size fits all strategy. Constantly be iterating and studying other creators.
12. **Get your mindset right.** Twitter is always changing. Focus on approaching your optimization with a curious learner mindset:
    a. Build a swipe file of content
    b. Study your favorite profiles (bios + threads)
    c. The right mindset sets you up for long-term growth.
13. **Audience growth ≠ Value of your account.**
    a. The value of Twitter is determined by the number of personal connections you create.
    b. The quality of your connections > the number of your followers.
    c. Connections DM you opportunities.
    d. Followers expect one-way value transfer.