

Chapter 1 - What this book is all about

Why you want to find joy in the chaos
What's in each chapter

Chapter 2 - Erase what you know about Twitter so far

Be clear about what Twitter success looks like to you
Stop following the big names and influencers
You don't need a large audience to enjoy success

Chapter 3 - Unfolding the authentic self you don't know

What your Twitter profile is supposed to do
Use PIERS to understand who you are
Uncover [P]rinciples you live by in real life
Bring your [I]nterests online to be a real person
What makes you an [E]xception?
Find your [R]eluctances: who you don't want to be
Showcase your [S]trengths to amplify your influence

Chapter 4 - Create an impressive Twitter profile

Create a brand guideline for yourself
Write your Twitter bio based on what you represent
Complete your profile with credibility & call-to-actions
Why you
How to know you more
Refine your Twitter profile to display your best version
Never neglect the small details on your profile
Following & Follower count
Name, username, profile picture & banner

Interlude - From display to action

Personal brand vs. active presence
The foundation of connect-converse-create-compound

Chapter 5 - Connect with strangers to make friends

Strangers, friends, followers, audience, customers
Not everyone is your potential customer
Your customer is still part of your audience

Your prospective friends belong to existing tribes

5 ways to locate the tribe members

- Locate the tribal leaders first

- Join a cohort-based online course

- Join an online community

- Read newsletters featuring interesting people

- Use Twitter Lists

Impress by making the first move

To grow your own tribe, first be part of other tribes

Observe these tribes' culture and content format

Chapter 6 - Converse to establish connections

Starting conversations vs. getting into conversations

How to find the right conversations

Create value in every interaction

Frame your tweets to encourage conversations

1. Learn about your audience

2. Make a better decision

3. Get help on something you feel stuck

4. Connect your own tribe with open-ended questions

Write to get replies

1. A single tweet

2. 10-second rule

3. Hook them in

4. End with a question

Extend conversations beyond Twitter

Chapter 7 - Create massive value for your audience

Your stories are the center of your active presence

Boost your thought leadership via inspiring tweets

Supporting your friends is creating value

Your ultimate goal is to be liked

Review and optimize your ideal Twitter presence

How to make sure you can create content easily

- "I can't come up with things to write"

- "I had that one idea, but I can't remember it"

- "I don't have time to create"

When to blend in vs. stand out

How to not lose yourself when trying to blend in

Chapter 8 - Compound your social capital from day one

Online relationships are sustainable

The 4 ways to be a good online friend

- Encourage

- Help

- Lift

- Joke

How to move an online relationship forward

Lift yourself by lifting other people

Avoid these traps that can end your relationships

Chapter 9 - Optimize for the long game

Build your influence directly on Twitter

How important is it to be original?

You're not an expert yet, just a person who shares

Do you need to show up consistently? It depends

- Real-time vs. asynchronous

- Invest in a Twitter tool to keep yourself sane

Adapt to new strategies as your presence grows

- 0 to 400 followers

- 400 to 800 followers

- 800 to 1,500 followers

- 1,500 to 4,000 followers

- Beyond 4,000 followers

Conclusion and thanks

Thank you

Resources

What's next?

Acknowledgments