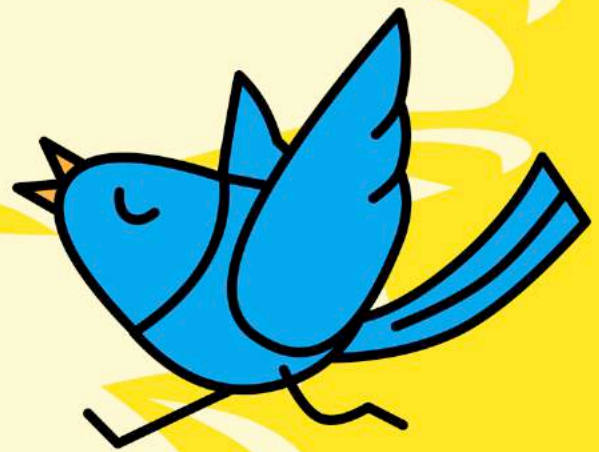


FIND JOY IN CHAOS



How to Build Your Twitter Presence
so **Connections** and **Opportunities**
Come Find You

KEVON CHEUNG

Find Joy in Chaos

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CHAPTER 1

What this book is all about

November 1, 2020.

I didn't set an alarm to wake me up. Because I didn't have to. It was the first day after I left the company I co-founded and led for the last 18 months. But my biological clock got me to wake up around 7:30 am anyway, and my pregnant wife was there next to me.

Lying in bed, I couldn't help but flash back to the last 18 intense months. Then I felt a sense of relief for a fresh start. I poured my blood, sweat, and tears into this early-stage startup backed by angel investors. I still remembered the days when I worked from 8 am to 11 pm because I led the team during the day and got on calls with users across the globe at night. But no matter what I did, I just couldn't get us the growth we wanted.

I was also anxious because I didn't know what I was going to do next. I had no plan. While I had been a startup veteran, I was more or less a "jack of all trades but master of none." And things began to go south because I realized I had nothing to show for it. I worked so damn hard for all the companies I co-created or worked in, but all of a sudden, I had only a resume and some entrepreneurial experiences I could talk about. Honestly, I felt empty, as if the first 8 years of my career didn't happen.

At that moment, I felt like a nobody.

I didn't have a new business idea to pursue. I didn't want to work for someone else to rejoin the rat race only to escape again. And I

wondered why there was such discontinuation between the different chapters in my life.

“Why can’t I gradually build things and have it compounded day by day?”

This was the question that was hovering above my head the whole time. Of course, it didn’t help that my wife was due in 2 months to give birth to our first child. It was nice to take the time to prepare and welcome our baby, but I would be lying if I said the uncertainty of my future plus being a new father didn’t worry me.

Then I started reading online, and I found a few entrepreneurs like [Nat Eliason](#), [Monica Lent](#), and [Arvid Kahl](#), who had been writing online, documenting their journey, and sharing their learnings and mistakes openly. They seemed to have things figured out, had an active voice, and had thousands of people following their journey. I was amazed, then curious, then jealous.

I kept asking myself, “I am an entrepreneur, and they are entrepreneurs too. Why am I a nobody while they are so impressive that I cannot stop reading about them?” And someone as popular as Monica Lent only started her full-time entrepreneurial journey 10 months ago.

Finally, I knew the answer to our differences. They took their first steps in building their online presence under their name and gradually grew it by sharing, sharing, and sharing. I didn’t do any of this but poured everything I had into the companies. When the business didn’t work out, everything was gone.

That was the moment I knew what I wanted to do next - build up my name.

6 months later ...

One evening, I was busy writing my tweets for the following week in my home office. My wife walked in, and she looked like she wanted us to have a chat. I knew she would want to talk about my future because I had made \$0 in the last 6 months, but I was never ready for the conversation.

“So, how’s everything going?” she asked.

“Yeah, good! I launched my Build in Public guide, and everyone loves it! I also got 3,000 Twitter followers. Things seem to be going.” I said.

“I’m so proud of you, Kevon! By the way, when are you going to start charging people?”

I knew she was simply asking how things were going because we already had regular, open conversations. But still, my heart sank for a moment because it was such a good question. I was building up my name from scratch and searching for a new topic to focus on, so I gave myself 6 months to build the foundation.

If I had taken my previous professional knowledge and packaged them into products, I could have started selling much earlier. But because I wanted to discover a new topic and dive deep into it, I needed time to build my credibility in the space. It was an intentional not-for-profit period, but my wife’s question was a wake-up call because I was too scared to monetize my presence and following. She gave me the urgency to connect my online presence to a business model.

Another 12 months later ...

I finished writing this book. And now I’m sitting here typing up this introductory chapter to wrap it up. My goal for this book is to share everything I’ve learned with you. It was a humble and wild ride! There’s nothing like those overnight stories you hear out there making \$50,000 in 2 weeks or getting 40,000 followers in 6 months. My journey was steady, but it was exactly what I wanted. Here’s what I’ve accomplished in the last 18 months:

1. I made \$20,000 online income from products and coaching in the last 12 months after \$0 for 6 months
2. I have 11,600 Twitter followers
3. I have 2,170 email subscribers to my Public Lab newsletter
4. I’m one of the “Build in Public” guys and the “Make Twitter

Friends" guy

5. I was invited to write paid articles for a marketing magazine
6. I get consulting and coaching clients who want my help in building their online presence and network
7. I get pre-order sales from this book before it is launched
8. I have an amazing circle of friends and followers to continue building my business with
9. I work in my home office and anywhere
10. I spend time in the morning, afternoon, and evening with my wife and daughter

If you asked me 18 months ago if I could imagine myself doing all these things, the answer would be no. I obviously fantasized about it, but I knew it would be insanely hard. I was starting from scratch. I had no experience running an online business. I was a new father learning the ropes.

There are particularly 3 things I'm proud of. Firstly, I finally feel my *self-worth* and that I have something to bring to the world. Secondly, I see that I'm investing in myself and compounding the impact I have on other people. Thirdly, I've thoroughly *enjoyed* the journey. I haven't been stressed out or overwhelmed navigating this new chapter.

Despite being difficult to figure out and unbelievably chaotic, Twitter has played a key role in everything I've done. Without Twitter, the 10 things above wouldn't have happened. I've managed to ignore most of the growth hacks, biased tips, and overnight success-inspired advice and figure out my way to use Twitter to build my presence.

This book is my attempt to share the exact steps I took to build up my Twitter presence that empowers and grows my online business. It doesn't matter if you're just getting online or have been online for a while. If you're struggling with using Twitter to build your presence, this book is for you. I'd be thrilled to see you building something under your name and enjoying your journey.

Now, enough about me. Let's get you started. What do you say?

Why you want to find joy in the chaos

If you're picking up this book, you're likely feeling the same as the 100+ entrepreneurs I worked closely with in the last 18 months - unsure where to start, afraid to publish, and don't understand why things are not moving. I don't want you to feel that you're not capable of doing this. You definitely can do it. It is just that there is so much noise out there to distract you from focusing on the right things.

Out of all the social media platforms, Twitter is the best place to build up a presence, voice, and following. You don't have to make videos or write long posts. You can just show up and write 280 characters. But I also see madness. There are many people from all walks of life talking non-stop. There are so many skewed tips and advice to help you master Twitter. And tweets can come and go so fast that you can hardly catch your breath. Worse, if you become inactive, your tweets take a hit, and you have to work your way to get the engagement back.

These are *chaos*.

No wonder so many people show up on Twitter only to disappear a couple of months later. I've made so many friends on Twitter, and this is not something I enjoy seeing. I believe there is a way for you to find joy and strive for your goals at the same time.

To me, a *joyful* Twitter experience means that you're not easily influenced by others. The people you try to learn from, or even imitate, have very different goals and circumstances from you. You cannot just take what they say works for them, do the same, and hope it works for you. People are getting incredibly good at copywriting to get your attention. They're saying, "Here's how I get 40,000 followers in 6 months" to get to you. And if you are constantly consuming content like this, you lose your orientation and start going in circles. Don't fall for that.

You are also *happier* when you can connect your real-life self with your online self. So many people try to become someone else online or talk about a topic disconnected from their day-to-day. You can grind

and make it work for 2 months before everything starts crashing down. The closer your online self is to your real-life self, the further and longer you can go.

And now, I want to tell you the best, best, *best source of joy*. It is the joy of working closely with the amazing people around you. They show their appreciation and constantly tell you how much value they've gotten from you. They're there to help you if you need them. In the creation of this book, I ran a total of 3 beta reading rounds. Each time I asked, 40+ people raised their hands to help me. I'm super grateful, and moments like this make it all worth it.

Can you also achieve the same? If you focus on the right things and resist all the distractions, I know you can. I'm here to show you how.

What's in each chapter

I recommend you to read this short book from start to finish because the chapters build on each other. But if you prefer to get straight to the chapter:

- Chapter 2 - removing the misconceptions you have on Twitter and defining what success looks like
- Chapter 3 - unfolding your inner self to create your online image that resembles who you are in real-life
- Chapter 4 - tactical tips for creating a Twitter profile that impresses people
- Chapter 5 - finding, observing, and building up your initial circle to kick start your presence
- Chapter 6 - having conversations to establish connections and rapport with the community
- Chapter 7 - creating massive value for people to elect you as their leader
- Chapter 8 - compounding a network of relationships to fuel the growth of your presence

- Chapter 9 - practical steps to help you optimize for the long game

It will be my pleasure to say hi to you. You can reach me at kevon@publiclab.co or [@MeetKevon](https://twitter.com/MeetKevon) on Twitter. For more resources on this book, you can visit findjoyinchaos.com.