

# 10 Ways to Go Viral on Twitter



## 10 WAYS TO GO VIRAL ON TWITTER

### **Steal like an artist.**

I am a big fan of using what works for others and trying it myself. In fact, that's how the vast majority of accounts on Twitter grow. They see what works, and they *copy it*.

I'm not talking about plagiarism. No, that's not stealing like an artist.

Stealing the right way means taking inspiration from other successful accounts on the Twitter platform and using it to write your own tweets that nearly go viral on demand.

In this free guide, I will give you 10 different tweet ideas you can adapt and use. That's right, just steal them. But don't plagiarize.

Instead, use these tweet ideas as inspiration, then take their foundation to write your own tweets that will take off.

# #10: Uncomfortable fact

“Uncomfortable fact” tweets are written to drive home a controversial opinion you believe everyone should adopt as a fact. This tweet works because it’s jarring to others who disagree with that “fact.” To make this tweet work, don’t pick a topic that people already know or believe. Instead, choose something most don’t believe/know.

How to use this tweet format:

- Begin the tweet with “Uncomfortable fact:”
- Focus on a specific topic that everyone has an opinion on
- Keep the tweet short and sweet

Example:



11,500 likes | 1,700 retweets

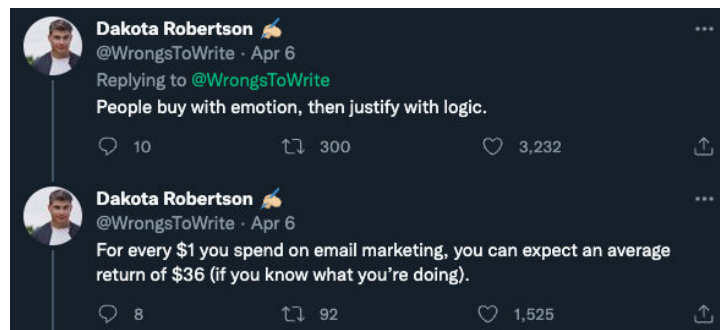
## #9: XX sentences that will XXX

The “XX sentences” thread idea combines individual ideas and blends them into a multi-tweet thread. Make this thread idea successful by writing an attention-grabbing opening tweet that will make the reader want to continue reading.

How to use this tweet format:

- Begin the tweet with “XX sentences that will..”
- Try including the first sentence in the opening tweet (rather than in the 2nd)
- Keep each sentence short (no room for nuance)

Example:



34,000 likes | 8,500 retweets

# #8: Things I know at X that I wish I knew at Y

People love before and after type tweets, and this thread idea focuses on that concept. The first tweet of the thread generates curiosity. Each subsequent tweet in the thread talks about one of the concepts.

How to use this tweet format:

- Use your real age, then subtract 20 (or 30) years
- Include a 🗨️ icon to help reinforce that it's a thread
- Embellishing with nuance is okay here, but don't overdo it

Example:



41,000 likes | 10,000 retweets

## #7: Microsoft Excel gif demos

For some reason (unbeknownst to me), threads that contain gif demos of Microsoft Excel features do exceedingly well on Twitter. These threads especially do well if you demonstrate *new features* to Excel users (everybody knows how to save a document).

How to use this tweet format:

- Begin with a stat or observation about Microsoft Excel
- Use animated gifs to demonstrate each feature
- Choose unique or unknown features

Example ([here's a link so you can view each feature gif](#)):



323,000 likes | 68,000 retweets

## #6: Memes

Mememes are funny or attention-grabbing images that prove a point with humor (or a blatant observation). Use memes every once in a while to switch things up.

How to use this tweet format:

- Find a meme you think a lot of people will connect with
- Including text in the tweet isn't always required
- Choose a meme image that's in your niche

Example:



80,000 likes | 12,000 retweets

## #5: The 9-to-5 criticism

Twitter is all about bashing the 9 to 5 concept, but the key to making this tweet idea work is to relate it to time or money. The best anti-9-to-5 tweets focus on the idea that those jobs waste our potential and ability to grow.

How to use this tweet format:

- Begin tweet with a pointed and short first line
- Then, include detail about 9 to 5s
- Close with a pointed (sad, surprising) realization

Example:



16,000 likes | 4,000 retweets

## #4: If you get X, read this

This tweet format piques curiosity. The idea is to be intentionally vague about the solution but pointed with the focus. These are educational threads designed to teach people about a concept that you're particularly knowledgeable about.

This is also a great tweet format to demonstrate authority in your topic area.

How to use this tweet format:

- Opening tweet should only contain one line
- Each subsequent tweet teaches a single point
- Include a CTA at the end for email subscribers, coaching clients, etc.

Example:



13,000 likes | 3,300 retweets

## #3: The roadmap

These are stand-alone tweets that educate people about a specific concept. Using the term “roadmap” helps provide authority for the tweet.

How to use this tweet format:

- Begin the tweet with “The roadmap to...”
- Include a bulleted list of points
- To increase engagement, ask, “What would you add?”

Example:



4,600 likes | 1,500 retweets

# #2: In ONE WORD

“One word” questions do very well on Twitter. It’s because those questions are easy to answer. It doesn’t take people a lot of time and is also fun to think about. The key to making these tweets work is picking a topic people are discussing.

These tweets will generate a LOT of comments when they do well.

How to use this tweet format:

- Begin the tweet with “Using ONE WORD” or “In ONE WORD”
- Choose a topic that everyone has an opinion on
- Don’t include any other information

Example:



2,300 likes | 700 retweets

# #1: By age 30...

These are killer tweets because they instantly get people to reflect on their lives in a critical way. These tweets generate a lot of engagement, but they can also generate hate, too. Be ready for both.

How to use this tweet format:

- Begin the tweet with “By age 30”
- Choose a controversial topic
- Keep the tweet short and sweet

Example:



35,000 likes | 23,000 retweets