

Lesson 1: Evil Word Fatigue And The Simple Method to Conquer It

To the new people, welcome to my short course on writing for Twitter. To the veterans of the list, you already know I'm about to drop fire. I'm excited to do this quick writing course for Twitter ahead of the release of my new course on growing, writing, and selling on the platform.

This is the first of 3 or 4 emails I will send out giving you quick tips for improving your tweeting. Honestly, these lessons are great for writing on any medium, but Twitter is where I learned how to write more engagingly.

I love Twitter because it rewards good writing.

I don't claim to be an expert. I'm only an Amazon best-selling writer (For those of you who don't know, it's remarkably easy to game the system to earn that honor. I didn't, but it can be done.).

But I have learned a thing or two that will help you write more "readable" blog posts (Great for SEO ranking), more engaging tweets (Engaging tweets help you spread your message), and be all-around more enchanting with your writing.

But enough talking up this free course. Let's hop right into it.

What Is Word Fatigue?

An editor of my book "Sober Letters To My Drunken Self" introduced me to this idea.

When I typed the phrase into Google, the only thing I got were definitions of the word "fatigue". This tells me that even if the concept is known by another name, this phrase is relatively unique.

Word fatigue is when the same word is used in a sentence or phrase more than once with the exact same implicit or explicit meaning. For example, consider the following as a tweet:

If you waste a year, you really waste two years. One year for what you should have done then, and one year to what you're missing now that you're doing it.

Since I'd never put anyone's account on blast for bad writing, I took one of my more popular tweets from the past 30 days and intentionally bastardized it.

While the idea I express in this tweet is sound, it would never take off in its current version (Go ahead and test it if you don't believe me). The reason is that your eyes and brain get fatigued reading the word "year" repeatedly.

Your brain also got tired of reading the word "waste". There was no reason to use it twice, for it was used exactly the same way. A synonym would have been way better and you wouldn't have felt like you had to be forced to struggle through my repetition.

I don't claim to understand exactly how the brain works and why certain types of language is more pleasing to it than others. I do, however, claim to be aware that the brain seeks novelty and I use that to my advantage.

I might write that as a rough, but I'd never tweet that line out as is. I'd need to use pronouns or implication. Some synonyms might be nice as well. This is what I actually tweeted out:



Why This Worked Better

I only use the word "year" once. That's all I need to do, because the audience knows that I'm not talking about any other noun. This allows me to create a sharper looking tweet that better resonates with the audience.

They don't need to be reminded that I'm talking about years. If I repeated the word year each time, it would seriously break up engagement and reading flow.

People might agree with what I'm saying, but they won't have that knee jerk reaction to share my tweet. If they're reading an article that is redundant with its nouns, they will almost certainly get

bored. This GREATLY decreases the likelihood of them reading to the end or sharing. Word fatigue literally tires the reader out.

If you can't feel the difference that avoiding word fatigue makes, I'll give you another example.



Ed Latimore
@EdLatimore



Your situation isn't unique. Your problems
aren't so different no one understands.
That's just your ego talking.

You're not special.

Someone's had it just as bad and made it.
Someone's had it even worse and flourished...

7:07 PM - 5 Apr 2019

578 Retweets 1,896 Likes



24



578



1.9K



I use this example to show you how I carefully avoided word fatigue in some of the more unsuspecting places that it lurks. A crafty way to avoid noun repetition is by use of synonyms and alternative phrasing.

In the first two sentences, "not unique" = "aren't so different no one understands". I could have lazily used the word "unique" twice, but that would have instantly triggered a case of word fatigue for the reader.

In the last two sentences, you see me avoid a similar trap.

"Just as bad and made it" ≈ "even worse and flourished". This trap is a little more inconspicuous, but I avoid it by the usage of stylistic parallelism (Don't worry if that last sentence brought back

nightmares of high school English. I explain more in the course. Or you can google if you're impatient).

In the last sentence, I could have just as easily said "someone's had it even worse and made it". Once again, this lazy. It doesn't force me to come up with a different *synonymous* way to say what I've already said. The reader would suffer fatigue, get bored, and lose all interest in further enjoyment or sharing of my work.

Why Not Just Avoid Word Fatigue By Writing Less?

In the two examples, it might seem justified to just cut my ideas off at the first go around. You might be asking yourself why you can't just keep your tweets or writing short, without rephrasing the same thing in different ways. The simple answer to that is "engagement".

Your success as a writer (regardless of the medium) depends on your ability to keep people hooked on your words. The more time they spend engaged with your content, the more likely they are to come back for more. It's not a coincidence that I titled my first book on writing for Twitter "Engagement Is The New Cocaine".

Good writing is like a drug.

Since good writing is rewarded by engagement, it pays to write longer prose. Why would you only write 140 characters worth of tweets when you have 280 to work with? Google's SEO algorithm **strongly** rewards the time a reader spends on the page ingesting content. Computers and humans alike enjoy longer content.

The problem is that the longer the content is, the greater risk you run of being redundant and causing your audience to suffer word fatigue.

Quick Solutions To Word Fatigue

To keep this short lesson short, let me summarize.

- If there's only one subject, use the noun for it once. Then use pronouns or leave people to use context clues.
- The thesaurus is your friend. Find synonyms to say the same thing more than once.
- Find different ways to express the same idea to make your point. Repetition drives the main idea home, but only when you avoid fatigue.
- Longer content is more engaging, but only if you avoid fatigue.

If you follow these short tips, you'll greatly improve your writing in everything from Twitter to long form content.

If you enjoyed this lesson, the next one is tomorrow night. My full length course on writing, growing, and selling on Twitter drops next week. Make sure you're on the look-out. In the

meantime, enjoy these dope lessons. Tomorrow night, I'll give you a short lesson on putting personality into your tweets to make for a great way to stand out and get ahead.

Lesson 2: Why Your Tweets Sound Like Everyone Else's

Welcome to the second lesson in my mini-course on writing for Twitter. In first lesson, I taught you what "word fatigue" is and how to avoid it. In this lesson, I tackle something that everyone can benefit from: putting more of their unique personality into their tweets.

Although this mini-course is coming out ahead of my main course on writing, selling, and personal branding on Twitter next week, everything I teach for Twitter can and should be used for writing on other mediums. Whether it's teaching the engaging power of negation (as I do in "Engagement Is The New Cocaine") or it's giving you the basics of word play, writing for Twitter is no different than writing for any other medium.

The goal is to be read, shared, and prolifically grow your fan base. If you can do it on Twitter, you can do it with the rest of your writing.

A big part of accomplishing those goals is standing out.

Why Your Tweets Sound Like Everyone Else's

One of my favorite things to watch on Twitter is guys talk about the secrets to growing a big account. Two things always come up: be polarizing and write platitudes.

They think the secret is just to get an emotional rise out of people and drop generic motivational quips. This advice is interesting because it is simultaneously right and wrong. It's right because these topics naturally tend to generate a lot of engagement. It's wrong because it misses the most vital element of all: a unique personal spin.

Whether it's implied through your personal brand and body of work or it's explained via anecdotes you tell about your life, your tweets should have a personal stamp on them. How does one put a personal stamp on a tweet? Consider this simple example.

"A bird in the hand is worth two in he bush"

The idea expressed in this popular saying is that less of a thing you're sure of is better than more of a thing you aren't. As it stands by itself, this is a generic platitude. Let's spice it up with a few personal variations.

- "A gun in the hand is worth the entire police force on the phone"
- "A breast in the hand is worth two in the shirt."
- "One mistake of yours is worth is 40 good moves by your adversary."

I also just tweeted, "Whether you think you're a victim or in control of your own destiny... You're right." This is a personal twist on Henry Ford's famous line, "*Whether you think can or you can't, you're right*".

I've taken a common sayings and put different personal spins on them. This doesn't work for everything you could possibly say on Twitter, but many things can be taken from the mundane to the exceptional. You don't even need to be a good writer to do so.

Some More Basic Examples

"Time vs. Money" is a common discussion point. The challenge is to discuss the idea in a manner that is unique to your personality. Here are three examples of expressing the idea with a twist.

- "There are quite a few millionaires. There are no immortals. That tells you everything you need to know about the value of time versus money in your life."
- "The only real problems are the ones you can't solve with money. Everything else is just a matter of time or timing."
- "A sure sign you've used your time well is that you have the money to show for it. A sure sign that you've used your money well is that time is your only obstacle."

I tweeted all of these while I was creating them, so don't reuse them. They're already out there. I suspect they'll generate moderate to high engagement, which is good for everything I want to accomplish on Twitter (build a big email list, get more visitors to my website, sell things, develop clout).

I've implicitly told you how I do this. Now I will explicitly give you my simple formula.

The Simple Formula For Making Unique Tweets

1. Tweet how you *think* not how you *talk*. Most of us filter our communication and in doing so, we filter our personality. Better to write it how you think of it first. It's only the first draft. You can modify the idea if looks like trash when you type it out.
2. Whenever you think about something you want to tweet, think of a few different ways to say it. I'm not saying you have to write every variation down, but thinking of a few different ways to express yourself will naturally get more of your personality into the tweet and make it sound unique.
3. Draw from your experiences. Not just what you've actively done but passively consumed as well. Your personality and perspective have been shaped by all of that you've engaged in. There is a new expression of something old that only you can create from your experiences.

It's really that simple. To sum it up: Try to be yourself and everything you create will carry a personal mark. Try to copy others and you will produce second rate work that people will ignore.

In the next email, I'll teach you how to make some extra cash for the summer using Twitter. No one is giving out what I'm about to give out for free.

The rest is up to you.

P.S. Mark your calendars. This Monday, April 29th, the doors open to my new course about growing, writing, and selling on Twitter. I've taken everything I've learned building a Twitter following of 77k+ and making 6-figures and broken it down for you all the learn the game directly from me.

Lesson 3: Your Favorite Internet Guru Won't Show You This...

There's been a small mistake. I messed up and thought that April 28th was a Monday. Turns out that it's actually Sunday. Well, the twitter course is being released on Monday, April 29th. Not Sunday. So you still have another day. Trust me, it's worth it--especially if you've enjoyed this free course on Twitter.

This is the 3rd lesson in my free course on Twitter, aptly called "The Art of Twitter".

In the first lesson, I showed you how to stop sounding so repetitive. In the second lesson, I taught you how to put some personality in your tweets so you level up and stand out. Despite all that awesomeness, I truly believe I saved the best for last in this lesson.

Now you get to learn a few ways to make money using Twitter. It's focused on things you can do right now, regardless of your Twitter following. I could easily sell this separately (I may at some point), but you get it free. I'll also show you real numbers I've done.

I'm not here to boast or brag. I'm here to teach. If you've been part of my list or followed me on social media, you know I always keep it real--for better or worse.

How to Make Money On Twitter

As I've said before, there is no such thing as "making money online. There are only products and services that people have always offered and now they can offer them on the internet. The internet offers producers 3 things they never had before:

- Specific targeting
- Inexpensive scaling
- Worldwide (effectively) instantaneous reach

Regardless of the size of your following, Twitter allows you to take advantage of these attributes in a way that can pay you quite well. You're already dicking around on social media. You may as well profit from it.

Twitter is unique among social media platforms in that people don't need to follow or know you to interact with you (tremendous limitation of facebook, though it's improving). Twitter also easily allows you to share ideas that resonate with you (forget about this on Instagram).

What this means is that you don't need a website to immediately make money online. You don't even need a product. I'm not telling that you can produce cash out of thin air, but Twitter puts you in a position to do quite a lot. Perhaps, even, some things you've never thought of but can quickly change your life IF you're willing to work and hustle.

The following is a list of ways that allow you to quickly make an extra \$500-\$1000 per month. The list is, by no means, exhaustive. Not only are there things I'm leaving out (for brevity, not scarcity--the course goes into much greater depth but it's longer than an email), but new ways to make money will always spring up.

There are websites where guys are selling human feces--they are literally selling shit.

If that doesn't give you hope, then maybe you just aren't cut out to make a few extra hundred dollars using your Twitter account.

Tweet Writing

Just because your account isn't big doesn't mean you can't help someone with a big account.

If you have a talent for writing (or you're willing to learn from my course), then it's amazing what you can do by drafting 50-100 tweets for a person or company with a big following. Honestly, the following doesn't need to be THAT large for you to reach out to them.

There are PLENTY of people who are interested in growing, but beyond a few lucky hits, they aren't that great at writing for the platform. Or they don't care to put the time in to become better. Either way, this is great news for you. The best targets are accounts that are:

- Selling something
- Not tweeting often
- You notice their tweets are just bad (which should be able to do after enrolling in the course)

Companies with Twitter accounts are wonderful targets for this because they tend to hire people who claim to know social media. What they don't understand is that Twitter is a different beast and on that platform, engagement is earned through ideas rather than won through pretty pictures.

As for what to charge, that depends on the body of work you can present. I currently charge \$1500/month for a minimum of 200 tweets plus retweeting (next thing we'll discuss), but when I first started, I only charged \$300. Then I gradually worked my way up.


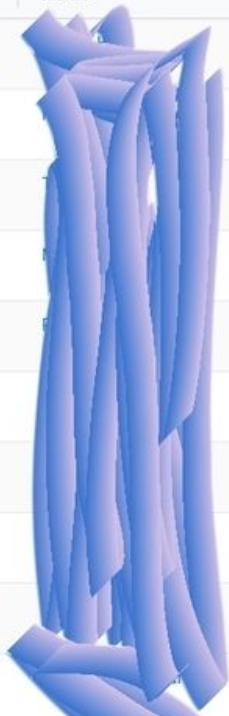






Active

Payments received

All currencies

Past 30 days

Showing payments received. [Show all transactions.](#)

<input type="checkbox"/>	Date	Type	Name	Payment	Gross	Fee	Net
<input type="checkbox"/>	Oct 12, 2018	 Payment from		Completed	\$800.00 USD	\$0.00	\$800.00
<input type="checkbox"/>	Oct 11, 2018	 Payment from		Completed	\$1,000.00 USD	-\$29.30	\$970.70
<input type="checkbox"/>	Oct 11, 2018	Payment from		Completed	\$8.99 USD	-\$0.56	\$8.43
<input type="checkbox"/>	Oct 10, 2018	 Payment from		Completed	\$1,000.96 USD	-\$44.34	\$956.62
<input type="checkbox"/>	Oct 10, 2018	 Payment from		Completed	\$1,000.00 USD	-\$29.30	\$970.70
<input type="checkbox"/>	Oct 10, 2018	Payment from		Completed	\$1,000.00 USD	-\$44.30	\$955.70
<input type="checkbox"/>	Oct 9, 2018	Payment from		Completed	\$1,000.00 USD	-\$29.30	\$970.70
<input type="checkbox"/>	Oct 9, 2018	 Payment from		Completed	\$1,000.00 USD	-\$29.30	\$970.70
<input type="checkbox"/>	Oct 9, 2018	 Payment from		Completed	\$1,000.00 USD	-\$29.30	\$970.70
<input type="checkbox"/>	Oct 4, 2018	 Payment from		Completed	\$500.00 USD	\$0.00	\$500.00

This is from a round of clients on payday for my tweet writing and retweeting services.

Retweeting

Many people think of this, but they talk themselves out of it, believing their following isn't big enough.

The truth is that if you have an account 4 figures or bigger, you can charge the next lowest order of magnitude for a retweeting campaign. You'll be limited by what you can charge until you grow, but there's no reason an account with 3-10k followers can't pitch this service to someone with a mid 3 figure account.

Not all small accounts want to grow. Some are content being observers.

A good prospect has likely put effort into their profile, including a real profile picture. The module in the upcoming Twitter course teaches the two main type of profiles you can build for maximum

growth. If you see someone building one of these profiles, but they have a following that is an order of magnitude smaller than yours, then you can reach down and help them out.

I waited until I crossed the 10k mark to do this, but I've since instructed clients to start doing this earlier. A 5000 follower account can help a 900 follower account grow. A 900 follower account can help a 90 follower account. As the rappers say, there's levels to this shit.

What you charge will depend on the level you're at. Make sure the quality and style of the account matches your account, otherwise not only will they not grow, you'll lose followers as well. Also, you can justify a price increase by quote tweeting and adding value. If you're a good writer, you will not only help them grow but you'll also grow.

Translation (For my bilingual people from non-English speaking countries)

English is one of the most widely spoken languages there is, but it's not the only language on Twitter.

Translation technology is still shit at carrying the exact meaning of a phrase in one language to another (especially idiomatic phrases or translating modern colloquial language). There are people who will pay to have their tweets put into other languages and shared with that language network. As always, the more followers you have the better, but you don't need much if your primary language is NOT English for this to work.

I've never done this, but I've been told there is a bit of money in this for the dedicated hustler. The targets are almost always companies or big accounts looking to expand their reach. Obviously there is a great market for translation of books, but this list is dedicated to how you can make money STRICTLY from twitter without setting something else up.

With that said, target people selling a thing where everything is being communicated in English. You'll likely be offered other jobs. If you want more work, the world is yours. This leads nicely into my next Twitter hustle.

Teaching

This *technically* falls under something you need to do outside of Twitter, but I'm including this based on one assumption: you already have a skill that other people would pay to learn.

You may be bilingual. There are people looking for conversation practice with a person who speaks your native language.

Maybe you have exceptional math skills and someone needs a tutor.

You can offer your ability to write blog posts or essays for school.

There is consulting if you have expertise in something related to overcoming common life issues.

This is an opportunist hustle. You have to pay attention to people discussing what you're good at OR you can start tweeting about what you do in a compelling and engaging way. Remember: you can't advertise and market on Twitter in a regular way. You have to spark engagement and get people to share.

If you can do this, they'll retweet your offer and people will reach out ASSUMING you have your profile optimally designed (as I teach in the upcoming full-length course on building and growing your Twitter).

Amazon Affiliates

A lot of people shit on the Amazon Affiliates program because of its ridiculously low commission (I believe it's something dumb like 2%. It's not even worth me looking up to verify). Here's been my experience with it:

Amazon affiliates is what opened my eyes to the world of making money online. I earned my first 6 cents online when someone clicked on my link when I reviewed Scott Adam's classic "How to Fail at Almost Anything And Still Win Big".

That feeling of seeing that something is possible is worth it by itself. The real reason I recommend amazon affiliates is it's *relatively* easy to make an extra \$100-\$150 dollars per month. I have 77k followers and I still don't make much than I did with 7000 followers. Amazon is weird that way.

One big plus of its system is that once someone clicks on your affiliate link, you get a percentage of anything they buy off the site for 24 hours. Amazon is the king at getting people buy shit they don't need, so this is great news for anyone looking to make extra money. All you have to do is get them there.

I've used the following two methods for making money from amazon:

- Tweeting a compelling quoted line or screenshot from a book I'm reading with the amazon affiliate link.
- Tweeting a short discussion of my experience with a product I'm using with the amazon affiliate link.

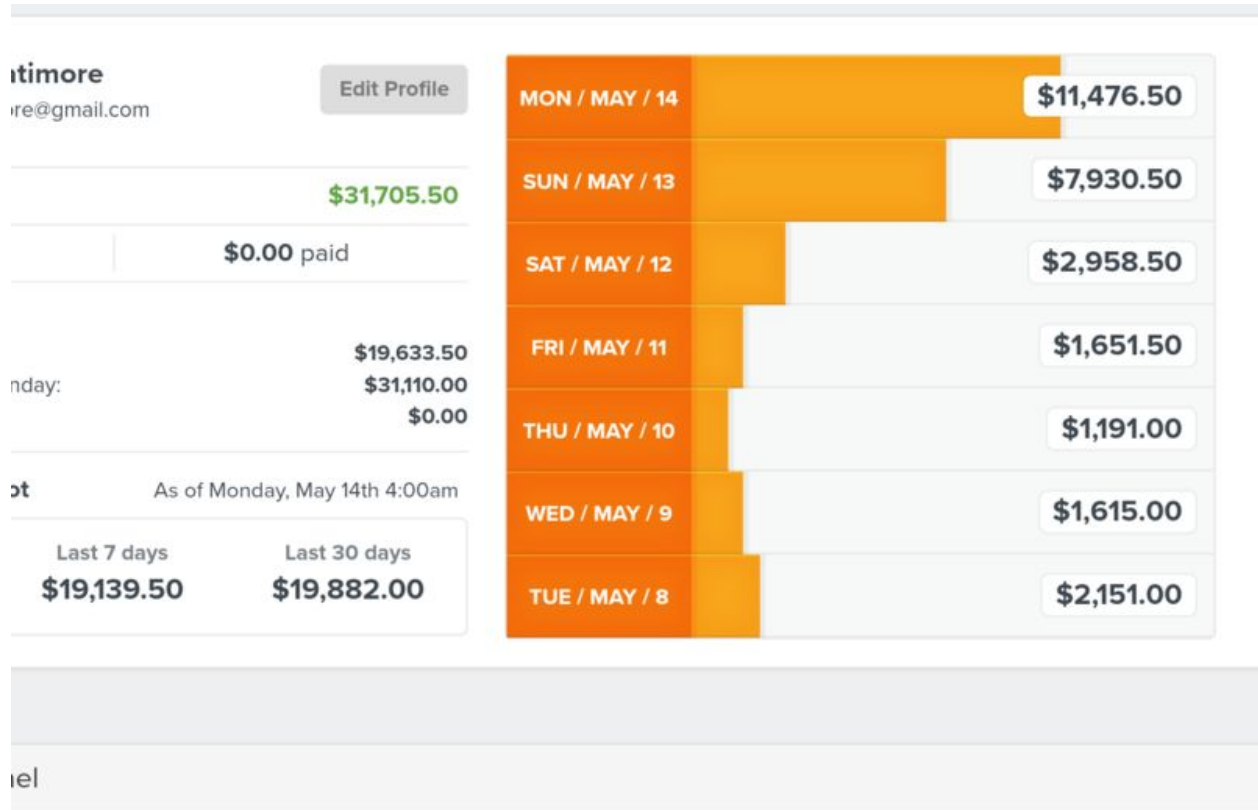
I'm not walking you through how to sign up for the amazon affiliate program. It's pretty easy, and once you do it, you'll be free to tweet out links to things in the fashion I described earlier.

Note: For people worried about you having to say it's an affiliate link or you risk being shut down by amazon, the following is just my opinion based on experience: I've never once mentioned that any affiliate link I put out from amazon is an affiliate link. I think people know and even if they don't, I think Amazon likes money too much. Technically, you're supposed to, but I never have.

Still, you've been made aware so my responsibility as your teacher has been met.

Pure Affiliate Marketing

This is the granddaddy of them all. Affiliate marketing is, as the Notorious B.I.G. would say "Strictly for live men. Not for freshmen." I suppose it's proper for me to assume that you have no idea what affiliate marketing is.



From an affiliate sale in May

Affiliate marketing is where you promote something and if a person buys through the link you use, you get a percentage of the sale. How much you can make varies, but it depends on the number of people you can get the offer in front of and the percentage offered per sale.

The twitter course I've got dropping on Monday teaches you how to DRAMATICALLY increase your following so that anything you sale will be exposed to a wider audience.

What can you affiliate market for, exactly?

Payment ID	Date/Time Processed	Total Conversions	Estimated Total Paid
91356	Mar 01, 2019 04:08 PM	7	\$160.74
89642	Feb 15, 2019 07:51 PM	2	\$84.06
87366	Feb 01, 2019 07:15 PM	7	\$158.77
85377	Jan 16, 2019 06:27 PM	7	\$174.45
83064	Jan 02, 2019 04:16 PM	1	\$14.69
81374	Dec 16, 2018 06:36 PM	72	\$3,846.65
79309	Dec 03, 2018 07:22 PM	11	\$281.22
76985	Nov 15, 2018 06:49 PM	34	\$680.57
73161	Oct 15, 2018 09:14 PM	10	\$204.67
71275	Oct 01, 2018 10:23 PM	23	\$573.65
69400	Sep 16, 2018 07:53 PM	19	\$341.81
67403	Sep 01, 2018 06:48 PM	59	\$1,824.95
65588	Aug 15, 2018 04:48 PM	24	\$558.19
63716	Aug 01, 2018 04:37 PM	27	\$542.61
62146	Jul 16, 2018 01:21 AM	50	\$1,169.68
60490	Jul 02, 2018 07:51 PM	150	\$2,917.99
58848	Jun 15, 2018 05:01 AM	184	\$3,159.33

Affiliate sales for a product over a period of time

Anything you use, really. It's the year 2019. Most companies offer an affiliate program because it's a win/win:

You talk about how it's helped you (or show results), people buy, and you both make some money. You don't need a big following to make a few extra hundred bucks this summer from Twitter and affiliate marketing.

In Conclusion

This is just a short list of things you can do for money. I didn't want to give you anything I haven't done myself. My partner Sean ([@westernmastery](#) on Twitter) goes further in depth on the skills you can develop and make money with on Twitter.

The courses teaches you how to not only grow your account, but also generate extreme engagement so that you can do everything: spread your message, grow your website, or have even bigger paydays than the ones I showed in this email.

This marks the conclusion of the free mini-course. Tomorrow, I'm sending you a short video message that will wrap everything up and give you final idea of what you get if you sign up to the course. I look forward to sharing the video with you all until next time...

The rest is up to you.