

# X (Twitter) Ads & Organic Growth — Workbook

This workbook turns the course into action. Work through one section per module: define your audience and baseline, build your posting and reply system, expand reach through Communities and search, then launch and measure a paid campaign. Use the templates to track your numbers each week and let the data, not your gut, decide what to scale.

## How X Distributes Content and Who You Are Growing For

Define your niche, ideal-customer profile, target accounts, and a metrics baseline before posting or paying.

### Worksheet: Niche and ICP Definition

Fill each field. Be ruthlessly specific; a one-line niche and a vivid ICP are what make your growth legible to the algorithm and to buyers.

Niche in one sentence (I help [who] achieve [outcome] by sharing [content])

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Primary ICP role and seniority

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The painful job they want done this quarter

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Exact vocabulary and search phrases they use

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Communities and creators they already follow

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What they would pay you for once they trust you

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### Exercise: Build Your 100-Account Watchlist

Create a private X List and populate it using advanced search. This List is your daily reply workspace for the rest of the course.

- Run advanced search for your topic phrase with min\_faves:200 and list the 10 posts that resonated most.
- Add 20 large creators, 50 mid-size peers (5k to 50k followers), and 30 ICP-fit prospects to the List.
- Note the 5 accounts whose audiences most overlap your ICP; these are your priority reply targets.
- Write the one keyword phrase you will search daily to find fresh conversations to join.

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### Worksheet: 90-Day Goal and Baseline

Record today's numbers and set a target that names the behavior, not just the result. You will update the metrics weekly in the tracker template.

Today's follower count

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Last 7-day impressions

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Current engagement rate (engagements / impressions)

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Profile-visit-to-follow rate

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Primary 90-day outcome (one number)

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Daily input behavior that drives it (e.g. replies per day)

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Quality guardrail metric (e.g. engagement rate floor)

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### Checklist: Foundation Ready

- Niche written as a single specific sentence
- ICP documented with role, pain, and vocabulary
- Private List of 100 ICP-relevant accounts created
- Baseline metrics recorded in the tracker
- 90-day goal set with a named input behavior
- Three best past posts logged with impressions and engagement rate

## The Organic Growth Engine: Cadence, Posts, and Threads

Stand up a sustainable posting cadence and a reply habit, and write posts and threads engineered for replies.

### Worksheet: Weekly Cadence Plan

Map your committed posting and engagement schedule. Anchor posts to the hours your Analytics shows your audience is active, and protect the reply windows in your calendar.

Morning post time (audience timezone)

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Afternoon post time (audience timezone)

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Weekly thread day

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Daily reply target (number)

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Daily reply window times

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Weekly writing-batch block (day and time)

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Scheduling tool (native, Typefully, Hypefury, other)

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## Exercise: Hook and Thread Drills

Practice the formulas from the lesson. Write fast, then keep only the most specific option.

- Write 3 hooks for your next post using different formulas (result+timeframe, contrarian, numbered, mistake, curiosity gap) and circle the most specific.

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- Outline a thread: hook post, one-line promise, one idea per post with a concrete example, closing question.

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- Rewrite one weak past post's first line to pass the stop-the-scroll test.

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- Draft the closing post that asks for a reply or a repost of post one.

## Exercise: Daily Reply Routine

Run this inside your 100-account List for one week and log what works.

- Reply to 10 to 20 posts within the first 15 to 30 minutes of them going live.

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- For each reply, add a specific data point, counterexample, or step; never just agree.

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- Reply to every comment on your own posts within the first hour.

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- List the 3 accounts whose posts sent you the most profile clicks or follows this week.

## Checklist: Engine Running

- A week of posts batched and scheduled
- Reply windows blocked in calendar and honored
- Pinned post set to best thread or clear offer
- Hook formula chosen per post, generic openers cut
- Outbound links kept out of original posts (placed in first reply)
- Top reply-sourced accounts identified and prioritized

## Communities, Search, and Compounding Your Niche Reach

Deepen niche reach through X Communities, search optimization, and a content-recycling system.

### Worksheet: Community Selection and Rules

Choose two or three active, relevant Communities you can genuinely contribute to, and capture their posting rules before you post.

Community 1 name, member count, activity level

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Community 1 key rules (links, self-promo limits)

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Community 2 name, member count, activity level

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Community 2 key rules

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First-week contribution plan (replies and reposts before posting)

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First original post idea per Community (question or teardown)

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## Worksheet: Profile and Search Optimization

Rewrite the three surfaces that convert visitors and capture the keywords your audience searches.  
New bio (who you help + outcome + one keyword)

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Name field descriptor (2 to 3 words after your name)

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Pinned post chosen

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Top 10 audience search keywords/phrases

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Two advanced-search queries to find questions to answer

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## Exercise: Content Recycling Sprint

Extract more reach from proven ideas using the recycling system from the lesson.

- Identify your 3 best-performing posts by impressions and engagement rate.
- Reformat each into a new shape (thread to single post, single post to thread, reply to standalone post).
- Schedule the reformatted versions over the next two weeks.
- Define your 3 to 4 content buckets and start a rolling idea list from your replies.

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## Checklist: Reach Compounding

- Two to three relevant Communities joined and rules logged
- Contributed (replies/reposts) before first original post
- Bio and name field rewritten with keywords
- Best post pinned
- Three top posts reformatted and scheduled
- Content buckets and idea list established

## X Ads: Campaigns, Targeting, and Measurement

Launch a promoted-post campaign with the right objective and targeting, then measure and decide what to scale.

## Worksheet: Campaign Brief

Define the campaign before building it in Ads Manager. Promote a post that already proved itself organically.  
Proven organic post to promote (link)

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Objective (Reach, Engagement, Followers, Traffic, Conversions)

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Why this objective matches the goal

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Daily budget per ad group

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Bid strategy (automatic to start)

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Target CPR (cost per result) before launch

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X Pixel installed (yes/no)

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### Worksheet: Targeting Build

Assemble a narrow, intent-rich audience. Keep this list so every future campaign starts from a ready audience.

5 to 10 handles for follower look-alike targeting

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20 to 30 keyword phrases buyers use

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Country and language

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Custom/retargeting audience (site visitors, engagers, list)

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Estimated audience size shown by X

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Is size in the focused-but-deliverable range? (notes)

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### Exercise: Launch, Read, and Decide

Run the campaign for at least a week, then apply the scale-pause-kill rules from the lesson using the campaign tracker.

- After 7 days, record spend, impressions, results, CTR, CPM, CPR, and frequency per ad group.
  - Compare CPR across ad groups and identify the cheapest and most expensive.
  - Apply the rule: pause anything 50 percent over target CPR after a fair test.
  - Decide one action per ad group: scale (+20 to 30 percent), refresh creative, pause, or kill, changing one variable at a time.
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### Checklist: Campaign Disciplined

- Objective matched to the real goal
- Audience narrow, intent-rich, and deliverable
- Retargeting ad group running (warm audience)
- Target CPR defined before launch
- Daily budget set to run at least a week
- Scale-pause-kill rule written and followed
- One variable changed at a time when iterating

## Your Action Plan

1. Write your one-sentence niche and ICP, then build a private List of 100 ICP-relevant accounts.
2. Record your baseline metrics and set a 90-day goal that names a daily input behavior.
3. Stand up a weekly cadence: two posts a day, one thread a week, 10 to 20 replies a day, batched and scheduled.
4. Optimize your bio, name field, and pinned post with your audience's real keywords.
5. Join two or three relevant Communities and contribute before posting your own content.
6. Run a content-recycling sprint: reformat and reschedule your three best posts.
7. Install the X Pixel and pick the proven organic post you will promote first.
8. Build a narrow targeting audience from look-alike handles and buyer keywords, plus a retargeting audience.
9. Launch the campaign with the correct objective, automatic bidding, and a target CPR set in advance.
10. After a week, read CTR, CPM, CPR, and frequency, then scale the winner, refresh fatigued creative, and pause or kill the rest.











