

X (Twitter) & Threads Growth Strategy — Workbook

This workbook is your hands-on companion to the X & Threads Growth Strategy course. Each section maps directly to a course module and contains exercises, worksheets, and checklists to move you from concept to executed strategy. Complete each section before moving to the next module — doing beats reading every time.

How X and Threads Actually Work

Apply platform algorithm knowledge and positioning frameworks to define exactly who you are, what you talk about, and how you will show up consistently.

Exercise: Algorithm Action Audit

Review your last 10 posts on X or Threads. For each post, identify which algorithm-friendly behaviour you tried to trigger (replies, bookmarks, saves, etc.). Note what you did well and what was missing.

- Which of your last 10 posts generated the most replies? What did you do differently in that post?

- Did any of your posts include an explicit CTA to bookmark or save? If not, write one version of a recent post rewritten with that CTA added.

- Which platform — X or Threads — are you focusing on first, and what is the specific behaviour you will engineer in your next post to match that platform's algorithm?

Worksheet: 3C Positioning Statement Builder

Complete each field to build your positioning statement. Use this as the foundation for your bio rewrite.
Category (your domain or industry):

Customer (the specific person you help — be as specific as possible):

Contrast (the one belief you hold that most people in your niche get wrong):

Draft positioning statement (combine all three in 1-2 sentences):

Current bio (copy/paste your existing bio here):

Revised bio (rewrite using the 6 bio elements from the lesson):

Specific credibility signal to include (one number or brand name):

CTA you will add to your bio (newsletter link, free resource, or DM trigger):

Checklist: Profile Optimisation Checklist

- [] Bio clearly states who you help and what outcome you create
- [] Bio includes one specific credibility signal (number, brand, or credential)
- [] Bio ends with a single clear CTA (one link or one action)
- [] Profile photo is a clear headshot or recognisable brand mark
- [] Header image reinforces your positioning or content promise
- [] Pinned post is your best-performing thread or a lead magnet promotion
- [] Posting schedule is defined (minimum 3 posts per week) and blocked in your calendar
- [] Content pillars are written down — at least 3, no more than 4

Writing Threads That Get Shared

Apply the thread anatomy, hook formulas, and content multiplication system to produce your first five high-quality threads.

Exercise: Hook Formula Practice Lab

Choose one topic you know well from your niche. Write one version of the hook for that topic using each of the 5 hook formulas. Do not edit as you go — write all 5 first, then rank them.

- Write your Contrarian Claim hook for the chosen topic:

- Write your Specific Number Promise hook for the same topic:

- Write your Story Opening hook — start with a time, place, and real situation:

- After writing all 5, which hook do you think would perform best for your specific audience and why? Post the top-ranked hook as a standalone tweet this week and record its impression count.

Worksheet: Thread Planner — Single Thread Build

Use this worksheet to plan one full thread before writing it. Fill every field before drafting the actual tweets. Topic or source material (link, idea, or insight):

Thread format (How-To / Mistakes / Tools / Story / Contrarian):

Hook tweet (one sentence — which formula are you using?):

Promise tweet (what will the reader learn and how many points?):

Body tweet 1 (insight + brief explanation):

Body tweet 2 (insight + brief explanation):

Body tweet 3 (insight + brief explanation):

Body tweet 4 (insight + brief explanation):

Pivot tweet (why does this matter more than they think?):

Summary tweet (most tweetable single insight, one sentence):

CTA tweet (one action only — follow, reply, repost, or click link):

Planned post date and time:

Checklist: Thread Quality Checklist

- Hook is one sentence and creates a curiosity gap or makes a bold claim
- Promise tweet specifies exactly what the reader will learn and how many points
- Each body tweet is self-contained and worth quoting independently
- No body tweet exceeds 240 characters (test by reading aloud in one breath)
- Thread is between 7 and 12 tweets total
- Pivot tweet raises the stakes or explains why this matters more than expected
- CTA tweet contains exactly ONE action — not two
- Thread has been read aloud once to catch awkward phrasing
- Derivative thread formats have been identified for this topic (note at least 2 formats for future use)

Audience Growth Tactics

Build your reply target list, plan your first mutual shoutout, and set up the newsletter funnel that converts followers into owned subscribers.

Exercise: Reply Target List Build

Search your niche on X and Threads using 3–5 topic keywords. Identify 20 accounts with 5,000–200,000 followers who post regularly. Filter to the 10 whose audience most closely matches your target reader.

- List your top 5 reply target accounts (name and follower count). For each, note: what makes their audience a good match for you?
- Write one example reply to a recent post from your top target account — use the quality hierarchy from the lesson (add data, share experience, or ask a specific question).
- Set post notifications for your top 3 reply targets. Write the reminder or system you will use to check their new posts daily within the first 30 minutes.

Worksheet: Newsletter Funnel Setup Tracker

Track each component of your newsletter funnel as you build it. Check the status column as each item is completed.

Newsletter platform chosen (Beehiiv / Kit / Substack) and signup URL:

Lead magnet topic (one specific problem it solves for your niche):

Lead magnet format (PDF / template / checklist / mini-guide):

Lead magnet delivery method (instant email / download page):

Landing page headline (benefit-focused, not feature-focused):

Welcome email 1 subject line and key message:

Welcome email 2 subject line and key message:

Welcome email 3 subject line and key message:

Weekly newsletter send day and time:

First newsletter topic planned:

Checklist: Growth Mechanics Activation Checklist

- Reply target list of 10 accounts is documented and saved
- Post notifications are on for top 3 reply targets
- Daily reply habit is scheduled (20 minutes, specific time in calendar)
- Newsletter platform is set up with a live signup URL
- Lead magnet is created and delivering automatically
- Bio CTA points to newsletter signup
- One mutual shoutout partner identified and DM sent
- Pinned post promotes lead magnet or best thread
- First newsletter issue is drafted and ready to send

Monetisation and Analytics

Activate your first monetisation rung, establish your weekly analytics review habit, and build a concrete 90-day action plan.

Exercise: Monetisation Rung Selection

Based on your current follower count and content type, identify which rung of the monetisation ladder is most accessible to you right now. Then design the minimum viable version of that offer.

- Which monetisation rung fits your current audience size? Write the specific offer you will lead with (e.g. 'A 1-hour audit of your X profile and content strategy for \$97').
- Where will you sell it? (Gumroad, DM, a landing page, Beehiiv paid tier) — choose one and write the URL or setup steps needed.
- Write the bio CTA and the social post you will use to introduce this offer for the first time. Keep the offer mention to 1-in-6 posts thereafter.

Worksheet: Weekly Analytics Review Sheet

Complete this sheet every Sunday using X Analytics and your newsletter dashboard. Leave calculated columns blank — fill them from the platform dashboards directly.

Week ending date:

Total impressions this week (from X Analytics):

Total new followers this week:

Follower conversion rate (new followers / total impressions x 1000 — calculate manually):

Top post by impressions (title/first line):

Top post by engagement rate (title/first line):

Top post by bookmarks (title/first line):

Newsletter new subscribers this week:

Newsletter open rate this week (%):

One insight about what worked:

One thing to change or test next week:

Checklist: 90-Day Launch Checklist

- Phase 1 (Days 1–30): Positioning and bio are finalised using the 3C Framework
- Phase 1: Posting schedule of 3 posts/week is live and maintained
- Phase 1: Daily reply habit is running (10 quality replies per day)
- Phase 1: Newsletter is set up with lead magnet and welcome sequence
- Phase 1: First 50 newsletter subscribers reached
- Phase 2 (Days 31–60): Posting frequency increased to 5 posts/week
- Phase 2: First mutual shoutout completed with a peer account
- Phase 2: First monetisation offer is live (product, service, or affiliate link)
- Phase 2: First sale or conversion from social content achieved
- Phase 3 (Days 61–90): 60-day analytics reviewed and top 3 thread formats identified
- Phase 3: Weakest content pillar replaced with variation of top performer
- Phase 3: Follower conversion rate consistently above 0.3% for two consecutive weeks
- Phase 3: One new growth mechanic added (Spaces, collab post, or referral programme)

Your Action Plan

1. Complete the 3C Positioning Framework worksheet and rewrite your bio using all six bio elements before posting anything new
2. Create a private list called 'Reply Targets' on X with 10–20 accounts in your niche; set post notifications for your top 3
3. Write your first thread using the Thread Planner worksheet — plan all 11 elements before drafting a single tweet
4. Set up your newsletter on Beehiiv or Kit, create a simple lead magnet (a checklist or template is fine), and link it in your bio
5. Post your first thread and spend 20 minutes leaving 10 quality replies on your target list accounts the same day
6. Identify one source piece of content (article, podcast, experience) and map it to all 5 derivative thread formats — schedule them over the next 2 weeks
7. Send a mutual shoutout DM to one peer account after 2 weeks of genuine engagement with their content
8. Choose one monetisation rung appropriate for your current audience size and prepare the minimum viable offer
9. Run your first Weekly Analytics Review after 7 days of posting — identify your top post and note which hook formula it used

10. At Day 30, do a full Phase 1 review: confirm you have 50 newsletter subscribers and a clear best-performing content pillar before moving to Phase 2

