



Girdley's Guide:

How to 10x your business using Twitter/X

In 3 years, I've gone from no followers to 190,000. Creating an audience unlocked things that have **changed my life**.

With this many people watching...

- One tweet can get me 500+ applicants for job positions
- One tweet can launch a business ([@hirewithnear](#) and [@joinscalepath](#))
- I can be a magnet for new friends, learnings, and 10x the opportunities

Ready to do this?

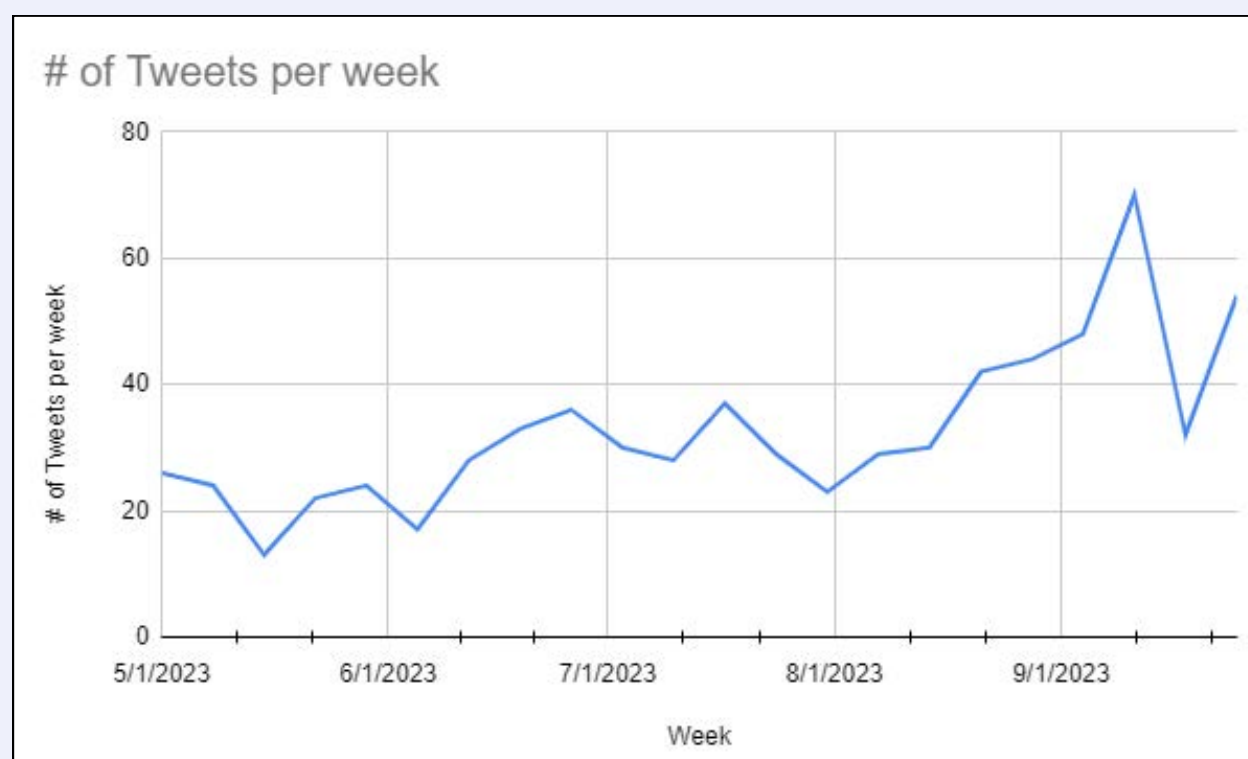
Follow these 18 rules.

1) Be yourself.

These days, people want to buy from people, not corporations. They want to hear from you, the CEO.

Bring your personality.

I post goofy photos like this on the regular.



2) Post daily.

X likes consistency. Make a few minutes each day to tweet and reply to other people. Don't go overboard.

2x a day, every day.

I've been going hard lately.

3) Share real stuff.

Nobody wants to read corporate-speak press releases from your marketing department.

X is about you connecting with others as a person at scale.

Sharing your journey and learnings.



This probably wouldn't pass corporate.

4) Stay on topic.

You'll want to talk about sports or politics.
Don't.

Talk about your expertise and things related to
business. X likes focus.

If I post a sports clip, it's always through the lens of
what I'm good at: entrepreneurship.

5) Write only great content.

For me, that means checking these 3 boxes:

- Someone would tell a friend about it
- Interesting to you
- Unique

Sprinkle in you being a natural person 10% of the time (sharing family, hobbies, etc.).



6) Have a good bio and headshot.

Use your real name.

Tell us what you do and why we should
follow you in your bio.

Keep it simple. Use your one link wisely.



7) Give first.

You should give 5x for every time you ask.

This is a big giving circle.

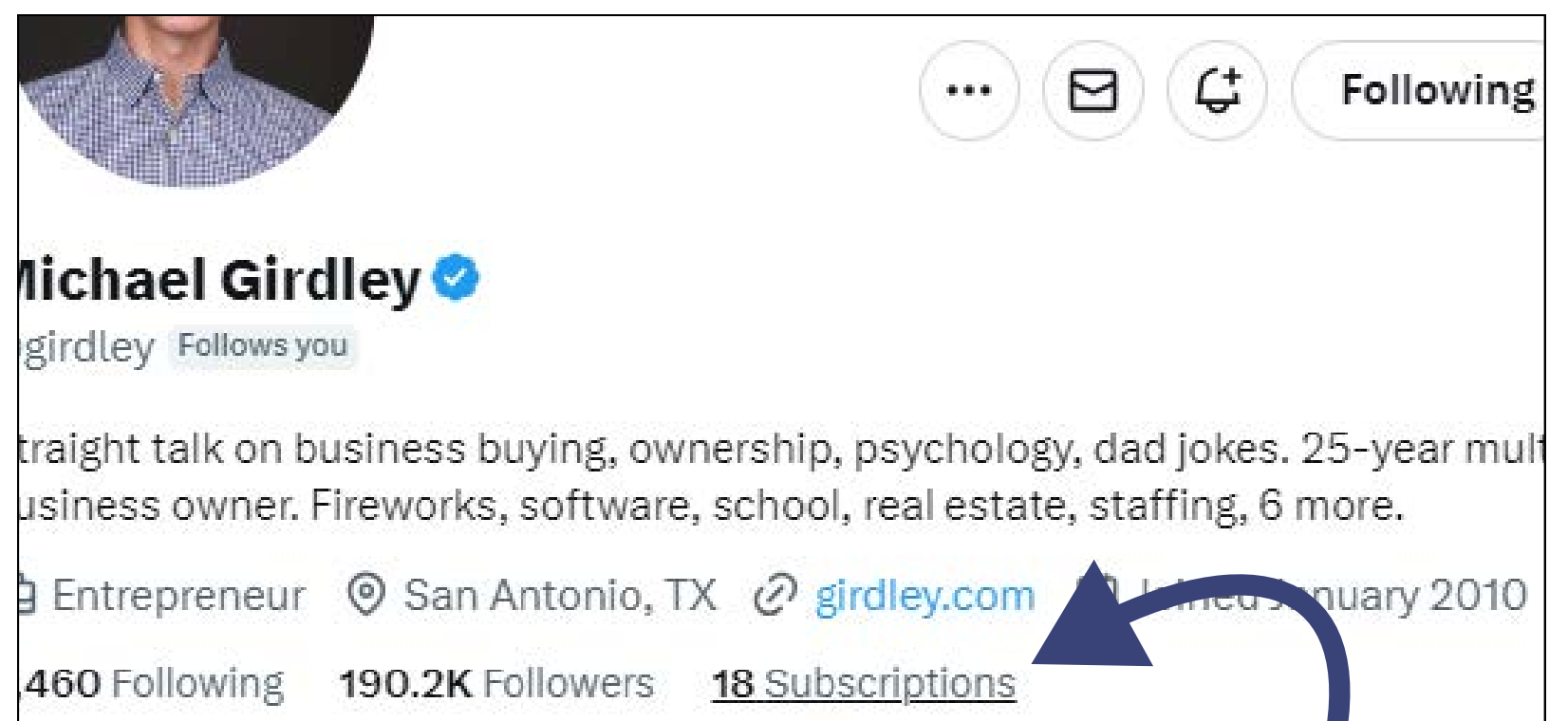
When you give, people give back 10x that.

When I ask for a newsletter subscribe, I always package
it with immediate free value.

8) Make connections and friendships.

Start with accounts with audiences you admire. Look for them in the replies on popular accounts.

Follow and engage. Pay up to subscribe to them.

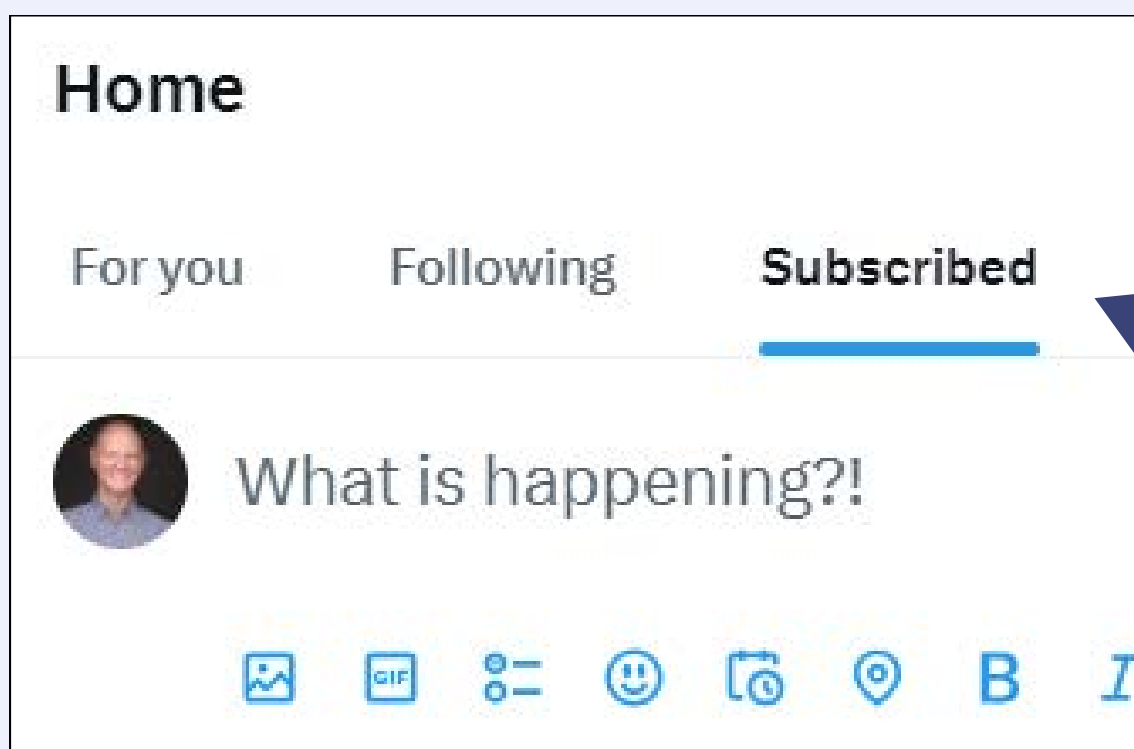


You can see who someone subscribes to in their bio.

9) Reply with value to “big” accounts & topics.

I play a game called “write the best reply” to any tweet. I post every morning, so feel free to use me as a test subject! X wants you in the discussions adding value.

Put the accounts you want to target in a list. Then go down that feed and respond to everything.



10) Have fun.

People can see your emotions on X. If I’m not having fun, I close the app.

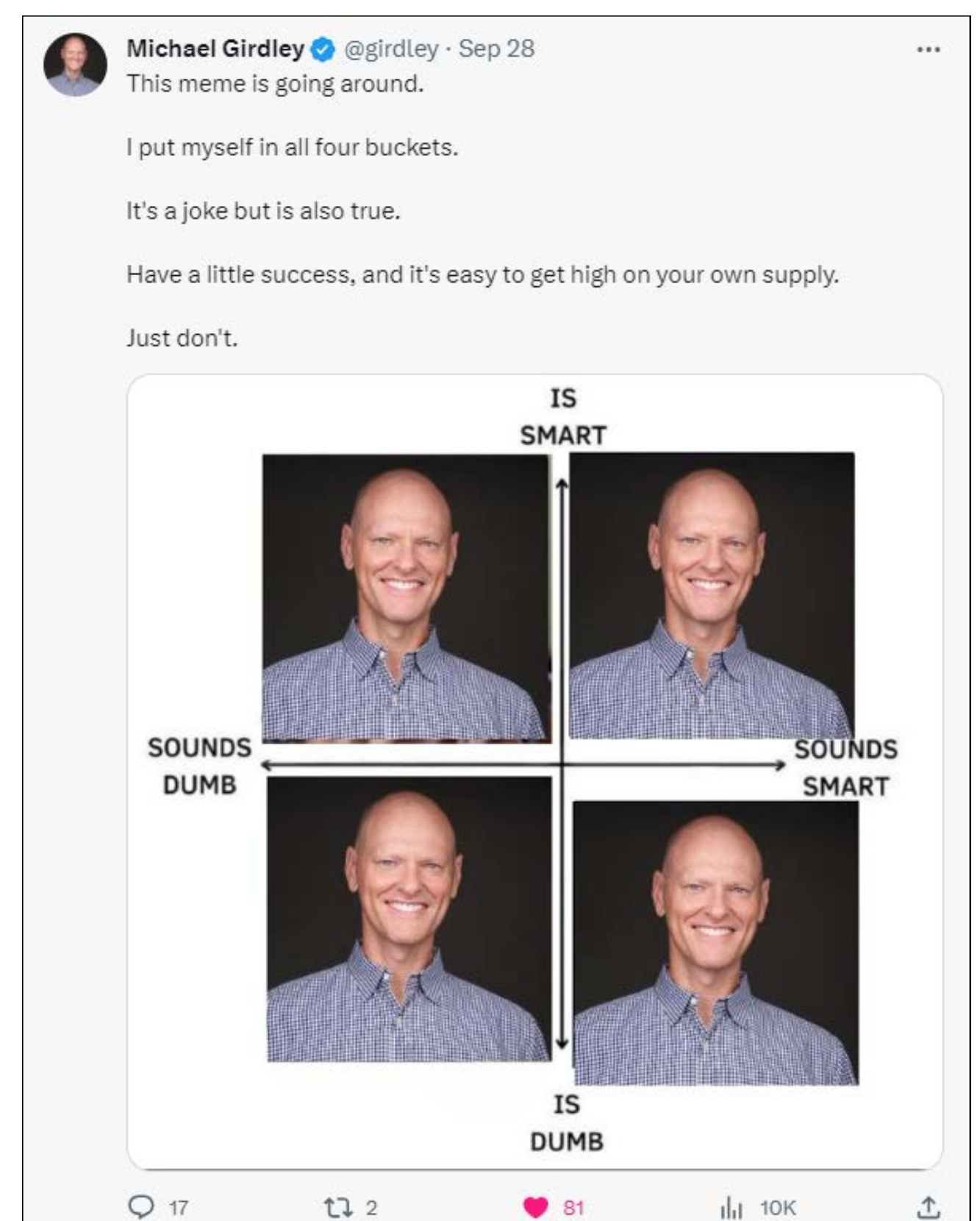
Be someone others would want to have a beer with!

11) Block and mute.

Think of bad actors or trolls like weeds:

Stamp them out immediately or they multiply.

It’ll help you have fun, too.



12) Train the algorithm.

Imagine the algo is watching you.

Reward it by interacting with the good stuff and ignoring the bad.

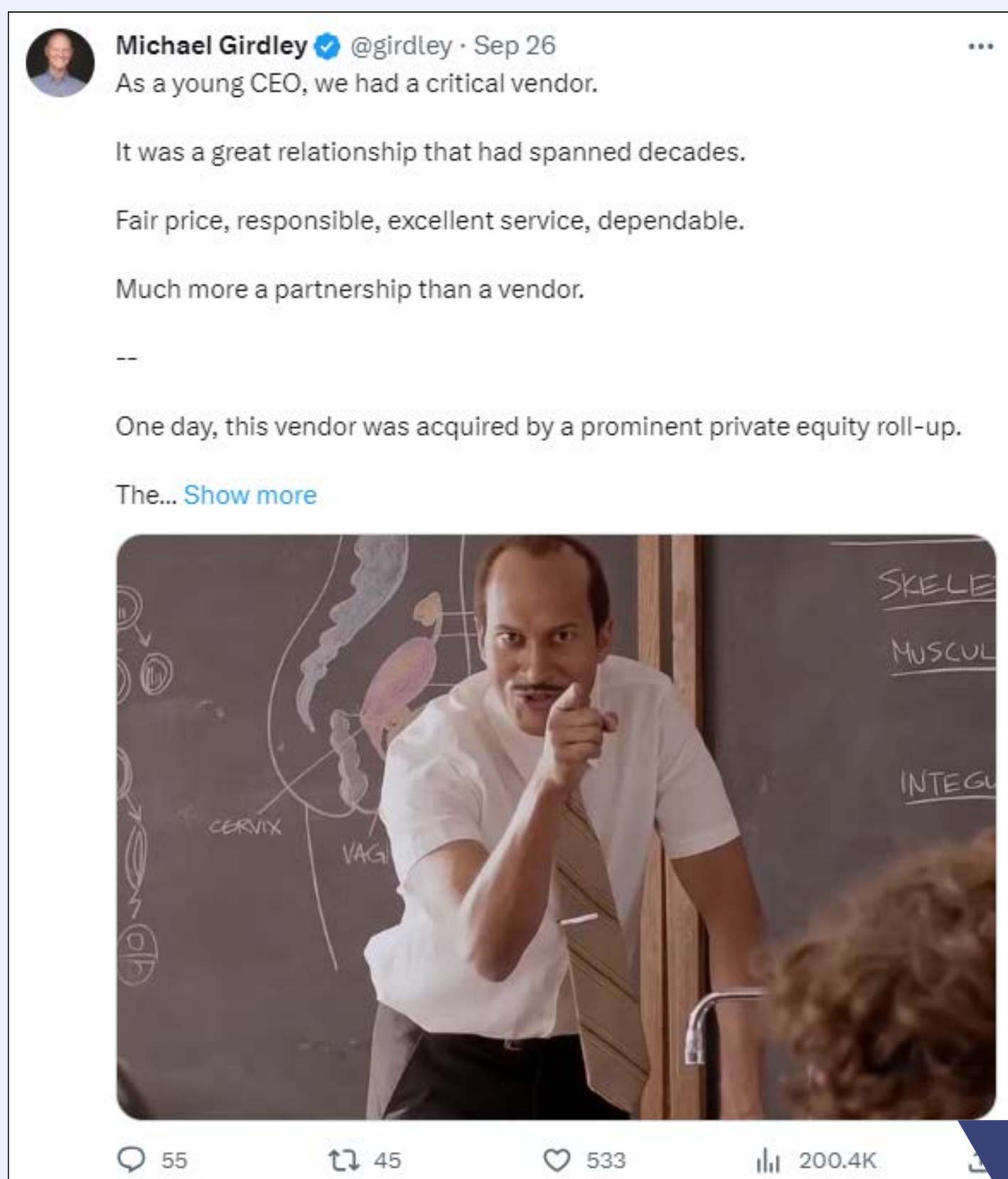
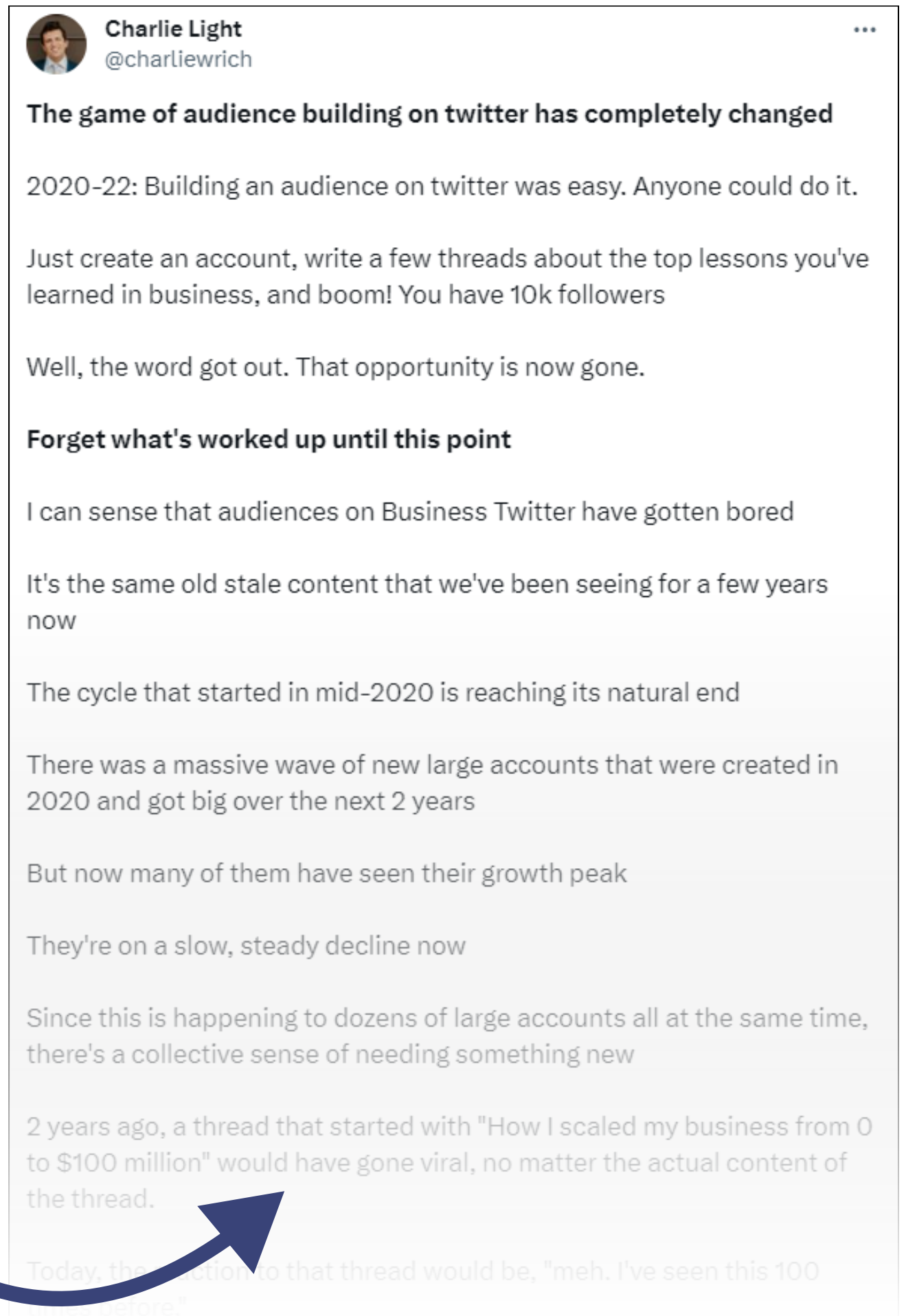
It will give you more of that.

13) Watch the trends.

3 months from now, these rules will change.

Maybe even sooner. Keep up to speed on it.

[@charliewrich](#) has great insights lately. But like everything, that will eventually change too.



14) Entertain first, educate second.

I know we Olds love to write fortune cookie wisdom. Don't.

Nobody wants a lecture.

Deliver your messages in an entertaining, relatable, easy-to-read way.

Everybody loves a good story. Add a picture that matches the tone you want to set.

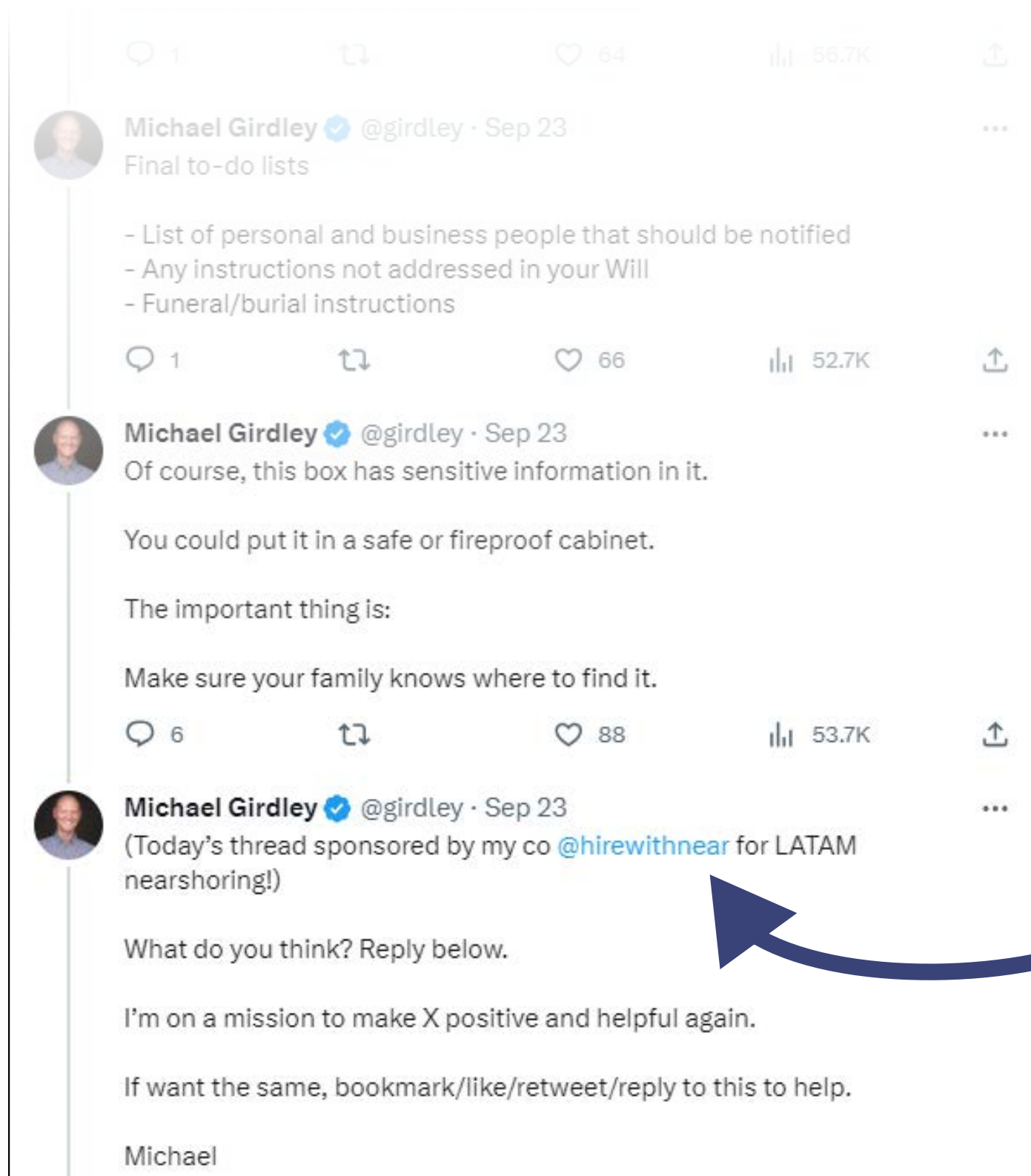
15) Rarely directly sell your services. (>5% of the time)

Add value to others while making people aware of what you do.

They'll trust you and then find you.

(Remember: Make sure your bio says what you do for others!)

If I want to promote something, it's always at the end of a thread that delivers value on its own.



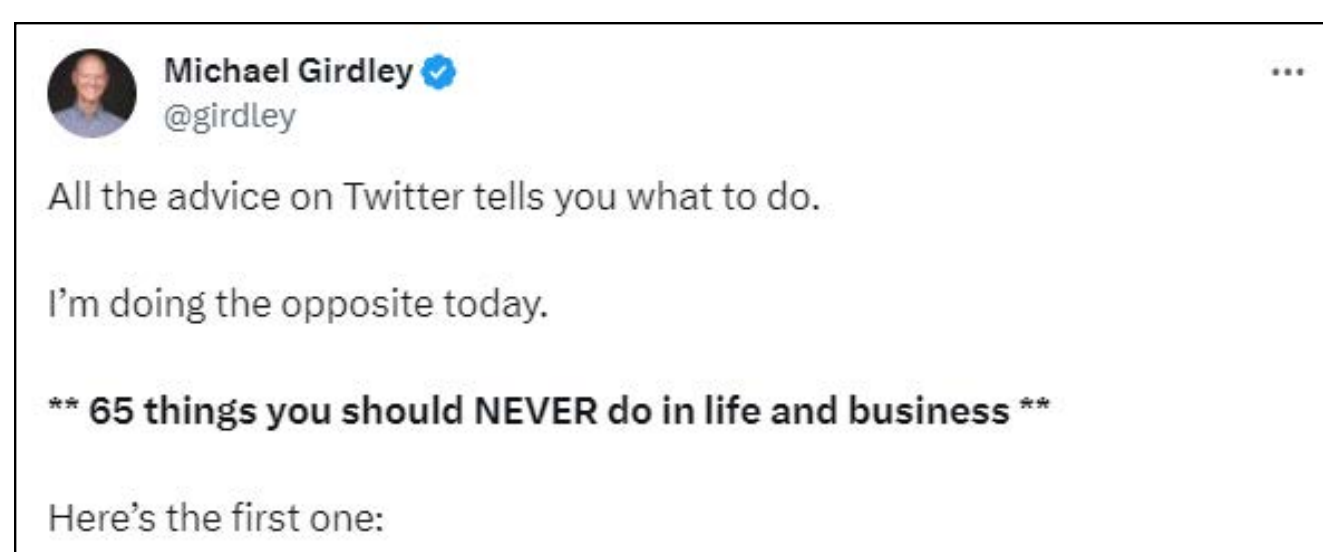
16) This isn't publishing.

It's creating connections at scale.

Engage with people who engage with you.

Right now, X is rewarding that big time.

Respond to everyone who takes the time to comment. People value genuine interactions.



17) Speak to beginners.

95% of readers are beginners.

Sprinkle in some expert stuff, but keep it simple for the most part.

And finally...

18) Be patient.

