



LESSON 2.

CONTENT THAT WORKS ON X: HOW TO WRITE POSTS THAT GRAB YOUR AUDIENCE

Imagine your profile on X as a store window. Yes, it's important for the window to be clean and neat (profile design), but if the shelves are empty or stocked with useless products, people won't come inside.

On X, content is everything.

It's the posts that make people:

1. stop and read all the way through,
2. like or retweet,
3. visit your profile and click your link.

Remember: Nobody follows accounts on X “just because.” People come for value, emotions, and stories. Your job is to deliver that in a short, catchy format.

In this lesson, we'll cover:

1. Why content is the main magnet for referrals,

2. Which posts actually “hit the mark,”
3. Formulas and examples for beginners,
4. How to turn every post into a small step toward clicks on your link.

WHY CONTENT RULES ON X, NOT PROFILE DESIGN

How the user journey works on X:

1. A person **first sees your tweet** in their “For You” or “Following” feed.
2. Only if the tweet catches their attention do they **go to your profile.**
3. Then they decide whether **to follow, click your link, or leave.**

This means 90% of people **never see** your header/banner/bio if that **first tweet doesn't light a spark. So:**

1. A nice banner, perfect avatar, and a “cut-to-the-line” bio **are a plus, but not growth drivers.**
2. **X's algorithm pushes what people read, watch until the end, comment on, and save.** It doesn't “see” your design, it **“sees” engagement with your posts.**

Analogy: A plane flies on engines (content), not paint (design). The paint matters, but without engines it won't fly.

Bottom line: Design = trust after the click. Content = reason to click.

PEOPLE ONLY FOLLOW AND CLICK IF THEY FIND IT INTERESTING TO READ.

What Does "Interesting to Read" Mean on X?

- 1. Useful:** I learned something I can apply today.
- 2. Specific:** Numbers, steps, examples, "how to do X in 10 minutes."
- 3. Emotional:** A story, failure, insight, bold opinion.
- 4. Concise:** No fluff. One thought = one tweet.
- 5. Fresh:** "Oh, I never thought of that," "Oh, that's how you do it."

QUICK FORMULAS FOR “INTERESTING” TWEETS

1. Mistake → Lesson:

“I lost \$300 on my first trade because of one mistake.
Here’s how a newbie can avoid it: ...”

2. Checklist/List:

“5 steps to ace an interview in English (and stay calm): ...”

3. Mini-guide:

“How to organize your budget in 10 minutes: ... (save this,
you’ll need it)”

4. Contrarian opinion:

“Beginners don’t blow accounts because of ‘small
deposits.’ They blow them because of this: ...”

5. 3-line story (fail → turnaround → lesson):

“Chased x100 returns → got -70% → survived because...”

Example:

*Crypto: “3 filters I always check before touching altcoins:
liquidity, volume, catalyst. Quick overview — what they are
and how to check: ...”*

Live Comparison (Why One Tweet Works and Another Doesn’t)

1. ❌ “Invest wisely. Don’t take risks.” — vague, zero value.

2.  “Before buying, I check 3 things: 1) financial reports, 2) debt load, 3) free float. How to do it for free in 2 minutes: ...”
— concrete, actionable.
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Content = Magnet for Referrals

For someone to click your referral link, they need to build a **trust ladder** in their mind:

1. **Attention:** saw your tweet → stopped at first 1-2 lines.
 2. **Value:** got a mini-insight → “this author knows their stuff.”
 3. **Trust:** read 2-3 more posts/threads → “this person can be trusted.”
 4. **Action:** saw a neat CTA → clicked the link / visited pinned tweet / bio.
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Where to Hide Referral Links Without Driving People Away

1. **Pinned tweet:** mini-guide + “full list of tools here” (your link).
2. **Bio:** short — “Guides/tools → link.”
3. **Reply to your own thread:** “Useful resources here ” (with a link).
4. **Mini-landing page/placeholder:** one screen with your resources to avoid spamming every tweet with a link.

Soft CTA Formulas (Without “Buy Now!”)

1. “Collected everything in one list — check the pinned tweet.”
2. “Tools I personally use are in my profile.”
3. “Full step-by-step guide — link below in reply.”

Mini-Structures That Work

1) Single Tweet (short thought)

1. Hook: “90% of newbies blow their deposits not because of the market...”
2. Core: “...but because of chaos. Here are 3 risk rules: 1) mandatory stop loss, 2) risk $\leq 1\%$ per trade, 3) stick to your plan.”
3. CTA: “Save this. Full checklist in pinned tweet.”

2) Thread (3–7 tweets)

1. Hook: “I build my portfolio in 15 minutes per week. Here’s my template 📌»
2. Steps 2–5: screenshot/explanation/mini-tip.
3. CTA: “Template in Notion + exchange list in pinned tweet.”

What's More Important Than Design (But Often Ignored)

1. The first line (hook) decides the post's fate. Write it like a headline.
2. One idea = one post. Don't cram 3-4 ideas into one tweet — it becomes a mess.
3. Specifics and numbers. "+2% weekly" hooks better than "a little better."
4. Routine: 1 useful post per day > 10 "perfect" posts per month.

Quick Wins You Can Implement Today

1. Rewrite 3 old posts using the "hook → value → CTA" formula.
2. Add a **pinned** tweet: mini-guide + links (your "hub").
3. Launch **1 thread** with step-by-step value.
4. Use soft CTA in 3 new posts ("details in pinned tweet/bio").
5. Track 2 metrics:
 - **saves/retweets** (value signal).
 - **profile clicks/link clicks** (action signal).

Common Mistakes and How to Fix Them

✗ **Too general phrases.**

✓ → Fix: Add examples, numbers, and steps.

✗ Direct selling in every tweet.

✓ → Fix: 80% value/stories/cases, 20% offer/CTA.

✗ No meaningful pinned tweet or bio.

✓ → Fix: In bio — one line saying “what I offer,” in pinned tweet — “best post + tools.”

✗ Copy-pasting without personality.

✓ → Fix: Insert your own experience: “This worked for me because...”

Key Takeaways

1. Content drives growth. Design is just cosmetics.
2. Interesting to read = specific, useful, human.
3. Soft CTA + pinned tweet/bio = smooth path to referral clicks.
4. System beats one-off hits. Post regularly, test, improve your first lines.

CONTENT SPECIFICS ON X

Short format: 280 characters, usually one idea per tweet.

X limits space, which is an advantage. People scroll fast — you need a punch in the first seconds.

1. Write **one idea per tweet**.
2. First 1–3 words are crucial: they must hook.
3. Don't fear short sentences; sometimes one line beats a huge text.

Single Tweet Examples

1. “I lost \$500 on crypto because I didn't know this one trick...” — intrigue + personal fail = people click/read.
2. “3 things I do before every trade: 1) Stop loss; 2) risk $\leq 1\%$; 3) exit plan.” — value in one line.

VIRALITY DEPENDS ON SIMPLICITY AND RELATABILITY

Virality on X relies on three pillars:

1. Clarity: anyone should catch the idea in 1-3 seconds.
2. Applicability/Value: if they can apply it, they will save/share it.
3. Emotion: shock, surprise, laughter, anger — anything that sparks a reaction.

Why the example tweet works:

*“I lost \$500... because I didn’t know this one trick”
— personal story (emotion), specific number
(weight), promise of insight (keep reading). People
love failures and lessons.*

ALGORITHM LOVES EMOTION AND DISCUSSION

X pushes posts that get comments and retweets. If people argue, the algorithm shows the post to bigger groups.

1. Provocation + fact → discussion.
2. Questions and “drabbles” (short stories) → replies in comments.
3. Comments = signal algorithm the post is “hot.”

Formats That Spark Discussion

1. “I believe that... Agree?”
2. “Many say X, but actually Y — here’s why.”
3. Open questions: “If you had \$1,000, where would you invest?”

How to Write a Tweet That Really Hooks

1. Hook (0–3 words): shock, number, question, “I” story.

Examples: “Don’t do this...”, “3 rules”, “I lost...”, “What if...”

2. Core (1–2 sentences): short, specific, no fluff.

3. CTA / engagement prompt: question, save request, link in reply/profile.

Examples CTA: “Save this,” “Thoughts?”, “Full guide in pinned tweet.”

Formats That Work on X

1. Powerful single tweet — short, with hook and takeaway.

2. Thread — a series of tweets for longer topics (guide, case study). 6-8 tweets: title → steps → example → summary → CTA.

3. Poll — quick, engaging format that brings comments and retweets.

4. Meme/graphics/GIF — visuals help you stand out in the feed.

5. Reply chains — reply to people under your tweet, creating lively discussion.

PRACTICAL TIPS AND HACKS

1. **First word = headline.** Example: “Mistake:...”, “Rule:...”, “Template:...”
2. **Use numbers to structure:** “3 things,” “5 rules,” “\$500.”
3. **Break long texts into short lines** in threads — easier to read.
4. **Always reply to comments** — respect your audience and boost tweet reach (algorithm loves activity).
5. **Pin your best tweet** — newcomers see your main offer/guide.
6. **Keep balance** — 80% value/stories/beliefs, 20% promo/referral.
7. **Add screenshots/facts** — social proof builds trust.

Metrics to Monitor

1. Impressions — post reach.
2. Engagements — likes/retweets/comments/saves.
3. Profile clicks — how many visited your profile (important for referral in bio).
4. Link clicks — how many clicked your link (key referral metric).
5. Retweets & replies — drive spread and discussion.

Avoid These Common Mistakes

- 1. Weak hook → people scroll past.**
✓ **Fix:** first line = specifics/numbers/emotion.
 - 2. Too much fluff → too long for X.**
✓ **Fix:** cut down, keep only essentials.
 - 3. Constant selling → people unfollow.**
✓ **Fix:** 80/20 rule — give value more, sell less.
 - 4. Ignoring comments → low engagement.**
✓ **Fix:** reply, ask questions, conduct polls.
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Post Types That “Hit” on X and Why

1. Stories: evoke emotion — people empathize and remember.
 2. Value posts: practical benefits — people save and share.
 3. Questions/provocations: start discussions — algorithm loves activity.
 4. Memes: reduce resistance, make author relatable — great for reach.
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DETAILED FORMATS

Stories (Storytelling)

**What:**

short personal tale — fail → turn → lesson.

**Why:**

people love people. Stories build empathy, trust, and keep reading.

Structure (5 steps):

- Hook (1 line): intrigue or number — “2 years ago I was afraid to invest \$100...”
- Context (1-2 lines): what was happening, why important.
- Climax (1 line): fail or key moment.
- Turn (1-2 lines): what changed/did.
- Lesson + CTA (1 line): specific conclusion + next step.

Example:

“2 years ago I feared investing \$100, now my portfolio is \$10,000. What changed the game: risk discipline and simple entry strategy — checklist in pinned tweet.”

Tweet template: “[Hook: number/fail]... [context]. [Turn: what changed]. Lesson: [short conclusion]. Save/see profile.”

Value (How-to, checklists, tips)



What:

step-by-step guides, short lists, “how to” posts.



Why:

people come to X for practical tips — if you offer real value, they save and share.

Formula:

1. Title/hook: “5 ways to...,” “How to do X in Y.”
2. Value itself: 3-5 points, concise, to the point.
3. CTA: “Save this,” “Link in profile,” “Want template? Reply ‘YES’.”

Example:

Crypto (no promises): “How to check a token in 5 minutes: 1) official site, 2) audit, 3) liquidity, 4) team, 5) social media. Save this checklist.”

Tweet template:

1. Short tip (single tweet): “How to quickly solve [problem]: 1)... 2)... 3)... Save.”
2. Thread guide (4–6 tweets): title → steps one tweet each → example → CTA.

Viral Questions and Provocations



What:

short questions/puzzles/controversial statements to prompt comments.



Why:

people like sharing opinions — questions boost engagement and send “live post” signals to the algorithm.

How to formulate:

1. Provocation must NOT be toxic. Aim for debate, not insults.
2. Give a choice between two options — easier to answer.
3. Add context if needed — why it matters.

Example:

“What’s worse: losing \$500 on exchange or never starting to invest?”

“Copy trading: smart or lazy path? Why?”

“Would you sell Bitcoin at +20% or hold? Explain in 1 sentence.”

Tweet template:

1. “What do you choose: A or B? Why?”
2. “My controversial thesis: [statement]. Agree?”
3. Poll/question + “explain in comments” to encourage detailed replies.

Memes and Light Content



What:

humor, memes, short funny observations on the topic.



Why:

humor breaks the barrier, makes you “one of them,” and provides quick reach — memes often get retweeted.

Good meme rules:

1. Know your audience — meme should be niche-appropriate.
2. Don't offend — avoid aggression and personal attacks.
3. Combine with offer carefully — meme spreads, offer in a pinned tweet or replies.

Example:

1. Image: “When you buy Bitcoin at the bottom... and it goes down further” + caption: “Me and my ‘bought at bottom’ plan.” Reply: “Want a trusted exchange? Link in profile.”
2. Text: “My plan for the year: wake up, invest, become a luck headhunter. Reality: woke up, gave everything to the cat.” — humor and lightness.

Tweet template:

1. Image + short caption (1-2 lines) + CTA in reply/profile.
2. GIF + “reaction” + short text.



Leading Audience to Referral Links

1. Not in every post. Use 1–2 posts per week with CTA.
 2. Hide link in pinned tweet: main content valuable, full resources in pinned tweet (link).
 3. Use value exchange: “Download checklist (link),” “Get template in DM/bio.”
 4. Use replies to your tweet: give a valuable post, add a link in reply — looks neat.
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Measuring Effectiveness

1. **Impressions** — sees your post.
 2. **Engagements** — likes/retweets/comments (main metric for X).
 3. **Profile clicks** — visits profile (key for bio referral).
 4. **Link clicks** — shows referral link interest.
 5. **Saves / Retweets** — content value indicator.
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Common Mistakes and How to Avoid Them

1. **Too much fluff** → shorten, focus.
2. **No hook** → first line is the most important one.
3. **Only sales posts** → give value first.
4. **Ignoring comments** → reply, engage.
5. **Breaking rules (financial/medical promises)** → no guaranteed earnings or medical claims.

CONTENT ON X – SHORT, CATCHY, SIMPLE

The winner on X is the one who quickly delivers value + emotion. A beautiful profile is nice, but only those who read a valuable or emotional post first and trust you will click your link.

1. The main rule — one post = one idea

Each tweet/thread should:

1. Catch attention (hook),
2. Deliver value (benefit or story),
3. Lead to action (soft CTA).

If you mix 3-4 ideas in one tweet, it becomes diluted and ineffective.

2. The combo that really works:

Story + value + humor + light offer —
this mix builds trust and motivates clicks.

How it works (logic)

1. Story → empathy, emotion, readers finish the post.
2. Value → concrete benefit, they save/share.
3. Humor → lowers barriers, makes you relatable.
4. Light offer → gently converts trust to action (referral link, pinned tweet, bot).

3. Formulas and templates

A. Storytelling formula:

Hook → Fail/turn → Lesson → CTA

Example: “2 years ago I feared investing \$100. Result — -\$80 and panic. What helped: simple risk plan + entry rules. Here’s my checklist → pinned tweet.”

Template: “[Hook: number/emotion]... [problem]. [What changed/was done]. Lesson: [short conclusion]. [CTA — where to find details]”

B. How-to/checklist formula:

Title (number/time) → 1–5 points → CTA

Example: “3 steps to start saving \$1,000: 1) auto-transfer 10% of salary; 2) set aside ‘play’ budget; 3) expense chart. Save this — useful.”

Template: “[N] steps/apps/rules for [result]: 1)... 2)... 3)... Save / more in profile”

C. Questions/provocations formula:

Thesis/provocation → Question → call to comment

Example: “What’s worse — losing \$500 on exchange or never joining? Why?”

Template: “[Provocation]. Thoughts?
Comment below — best answers pinned.”

D. Meme/light content formula:

Image/GIF + short caption + soft offer in reply/profile

Sample caption: “When you think you bought Bitcoin at the bottom... but it falls more ↓ (GIF). Want a reliable exchange? Link in profile.”

4. Each post is a step in the funnel

- 1. Attention** — strong hook.
- 2. Interest** — useful or emotional content.
- 3. Trust** — consistency, replies, social proof.
- 4. Action** — soft CTA: “link in profile,” “comment ‘Want,’” “pinned tweet.”

Important: CTA must feel like a natural continuation, not a hard “sign up now.”

5. Where and how to place referral links

1. **Bio — main “hub”** (short link to page with multiple links).
2. **Pinned tweet** — detailed guide + link.
3. **Reply to your own tweet** — neat and organic.
4. **Via value exchange:** “download checklist here” — people click easier.

Don't spam links in every tweet — 80% value, 20% offer.

6. Metrics — what to watch and what they mean

1. **Profile clicks** — people interested, visited profile (key for bio referral).
2. **Link clicks** — direct referral interest.
3. **Engagements (comments/retweets)** — sign of engagement and virality.

4. Saves/Retweets — sign content is useful.

5. Conversion (ref registrations) — final KPI.

If many impressions but few link clicks,
change CTA/format.

7. Tone and style — how to “sound” so you're heard

1. Be simple, honest, human.
2. Use numbers and examples.
3. A little emotion in headlines helps — but don't be overdramatic.
4. Reply in comments — boosts reach and trust.
5. Don't promise “guaranteed earnings” — bad for reputation and platform rules.

Now you understand: **content on X = your currency.**

A beautiful profile without posts won't bring followers, but even the simplest account with catchy tweets can become a source of traffic and referrals.

The key takeaways:

1. Write short and clear — X loves clarity.
2. Use a mix of formats — stories, value, humor, questions.
3. Each post = small step toward a click on your link.

Follow this system and you can grow followers and an active audience even without budget.

But there's one important point: **however good your text is, if X's algorithms don't promote your content, no one will see it.**

That's exactly what the next lesson will be about:

X Algorithms: How to Get into Recommendations and Maintain Engagement.

We'll explore why some posts get 10 likes and others 10,000, and how to make your tweets appear in new people's feeds again and again.