

Who am I talking to:

I'm talking to a business owner that sells knowledge on how to increase your wealth (mostly info about stocks). He has profiles on social media, has a lot of followers on Instagram, and has some followers on Twitter, but not as much as on Instagram.

How can I help them?

Their Twitter account has potential. They have 840k followers on Instagram and only 16k on Twitter. Some of the Tweets have 10 likes, while others have 500, so he has some audience there. What I could do is improve their content on Twitter, grow their audience there, create some funnels, use them to grow the client's email list, and then write emails to eventually ascend people up the value ladder, which will increase the client's income.

Outreach DM:

Hey @Username,

I came across your Tweet last night, and it truly resonated with me. Your ability to inspire and motivate others to take action is admirable.

However, I couldn't help but notice that your Twitter account appears to be underutilized compared to your impressive presence on Instagram. With your engaging content and a vast audience on Instagram, have you ever considered replicating that success on Twitter as well?

I recently encountered a situation similar to yours with a client I worked with. They had a substantial Twitter following, but their Instagram posts struggled to gain attention. I implemented a strategy that turned things around for them, and I believe it could work for you too.

One effective approach is to offer valuable free content. By providing insightful information related to stocks, not only will you attract more attention, but you can also leverage it as an opportunity to grow your email list and nurture a dedicated community.

Another key aspect is engaging with your audience. Make it a point to respond to comments on your posts. By actively interacting with those who engage with your content, you establish a genuine connection that encourages them to follow and stay engaged with you.

Additionally, you can leverage your existing Instagram following to promote your Twitter account. Since many people already follow you on Instagram, utilizing this platform can help drive traffic and encourage them to check out and follow your Twitter profile as well.

If you're interested, you can take a look at an example of my work here: [\[LINK\]](#)

These are just a few examples of strategies that can help your Twitter account grow. I have more ideas and insights tailored specifically to your business, which I'd be happy to discuss further once we connect.

If this resonates with you, please reply to this message, and we can schedule a time to discuss this in more detail.

Best Regards,

[my name] - Digital Marketing Consultant