



# Using No Code to Build Your Audience



Hey! 🖐️

I'm Jay Clouse

- Host of **Creative Elements**
- Writer of **Creative Companion**
- Creator of **#Tweet100**
- Studying how your favorite creators do what they do.







**#Tweet100**

# 100 day challenge for publishing more on Twitter

Your email address

Join #Tweet100



2

**Tweet using the hashtag #tweet100**



# Leaderboards

Updates every 6 minutes (ET timezone) • Best viewed on desktop • [Update your profile](#) or [opt into #Tweet365](#)

#TWEET100

#TWEET365

	Hide fields	Filter	Group	Sort						
<input type="checkbox"/>	Username	Twitter Profile	Start Date	Days Active	Days Tweeted	Success Rate	Tweet Today?			
1	TheRlpodcast	<a href="#">View Profile</a>	9/22/2021	86	86	100%	✓			
2	bobzyeruncle	<a href="#">View Profile</a>	11/4/2021	43	43	100%	✓			
3	elliottaleksndr	<a href="#">View Profile</a>	11/14/2021	33	33	100%	✓			
4	danmcdme	<a href="#">View Profile</a>	11/23/2021	24	24	100%	✓			
5	radiocopywriter	<a href="#">View Profile</a>	11/30/2021	17	17	100%	✓			
6	r_chandrasen	<a href="#">View Profile</a>	11/30/2021	17	17	100%	✓			
7	lerneSwiftUi	<a href="#">View Profile</a>	12/1/2021	16	16	100%	✓			
8	OkieBookcast	<a href="#">View Profile</a>	12/1/2021	16	16	100%	✓			
9	pascalepoppins	<a href="#">View Profile</a>	12/3/2021	14	14	100%	✓			
10	FilIndependent	<a href="#">View Profile</a>	12/13/2021	4	4	100%	✓			
11	Journey2Roam	<a href="#">View Profile</a>	12/13/2021	4	4	100%	✓			
12	ExtrarevenueO	<a href="#">View Profile</a>	12/14/2021	3	3	100%	✓			
13	empoweringchnge	<a href="#">View Profile</a>	12/15/2021	2	2	100%	✓			





# Leaderboards

Updates every 6 minutes (ET timezone) • Best viewed on desktop • [Update your profile](#) or [opt into #Tweet365](#)

#TWEET100

#TWEET365

	Username	Twitter Profile	Starting Followers	Current Followers	Followers Gained	Growth %
1	TheRlPodcast	<a href="#">View Profile</a>	468	669	201	42.95%
2	bobzyeruncle	<a href="#">View Profile</a>	594	659	65	10.94%
3	elliottaleksndr	<a href="#">View Profile</a>	97	443	346	356.70%
4	danmcdme	<a href="#">View Profile</a>	345	360	15	4.35%
5	radiocopywriter	<a href="#">View Profile</a>	231	302	71	30.74%
6	r_chandrasen	<a href="#">View Profile</a>	71	72	1	1.41%
7	lerneSwiftUi	<a href="#">View Profile</a>	15	24	9	60.00%
8	OkieBookcast	<a href="#">View Profile</a>	33	108	75	227.27%
9	pascalepoppins	<a href="#">View Profile</a>	652	656	4	0.61%
10	FilIndependent	<a href="#">View Profile</a>	222	243	21	9.46%
11	Journey2Roam	<a href="#">View Profile</a>	49	49	0	0.00%
12	ExtrarevenueO	<a href="#">View Profile</a>	58	79	21	36.21%



**1,048+**  
**Members**

**29,768+**  
**Tweets Sent**

**91,116+**  
**Followers Gained**

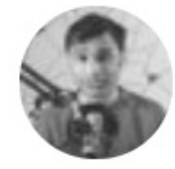


# 🏆 Hall of Fame 🏆

Celebrating those who successfully complete the #Tweet100 challenge

	Username	Twitter Profile	Start Date	Starting Followers	Followers Gained	Growth %	Target End Date ...
1	AskCarolLynne	<a href="#">View Profile</a>	9/4/2021	5	158	3160.00%	12/12/21
2	DanesaGlez	<a href="#">View Profile</a>	8/22/2021	202	3278	1622.77%	11/29/21
	<a href="#">Yeswelab_OU</a>	<a href="#">View Profile</a>	8/20/2021	9	143	1588.89%	11/27/21
4	ArtistZulma	<a href="#">View Profile</a>	8/22/2021	16	109	681.25%	11/29/21
5	derix_code	<a href="#">View Profile</a>	8/31/2021	4	13	325.00%	12/08/21
6	ItsMikeGoldberg	<a href="#">View Profile</a>	8/21/2021	119	255	214.29%	11/28/21
7	arithisandthat	<a href="#">View Profile</a>	8/21/2021	3375	2846	84.33%	11/28/21
8	liamsandford	<a href="#">View Profile</a>	8/23/2021	497	380	76.46%	11/30/21
9	anghstudio	<a href="#">View Profile</a>	9/6/2021	291	141	48.45%	12/14/21
10	Smillew_Rahcuf	<a href="#">View Profile</a>	8/25/2021	612	282	46.08%	12/02/21
11	vickeryandco	<a href="#">View Profile</a>	8/26/2021	418	174	41.63%	12/03/21
12	heyandrewc	<a href="#">View Profile</a>	8/21/2021	1315	490	37.26%	11/28/21
31 records				Sum 67581	Sum 13373	Sum 8164.97%	





**Ali Merchant**

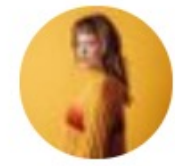
@Ali\_Merchant



Not to be dramatic, but #tweet100 is turning into one of the best parts of Twitter for me. Thx Jay.

Let's go 🚀🚀

♡ 11 10:00 AM · Aug 26, 2021



**Courtney Kocak**

@courtneykocak



A belated note of gratitude: I'm thankful for @jayclouse & #tweet100 for challenging me to forge deeper connections in the Twittersphere, especially with fellow podcasters. I'm two weeks in, and so far, it's been awesome!

♡ 4 1:51 PM · Nov 26, 2021

**Joe Casabona**

@jcasabona



I gained 369 followers (as I write this). For comparison's sake, it took me about 2 times longer to get that many followers before #Tweet100.

♡ 1 1:55 PM · Nov 29, 2021



**MNW** 50 🚀

@mostlynetworkin



Yesterday marked Day 100 of my #Tweet100 challenge



**Mike Goldberg** 🚀

@ItsMikeGoldberg



Day 100. I did it. #tweet100

The results:

Followers gained: 197

Growth: 165%

It's been a great ride. Met some fantastic people, and always great to ride together.

Consistency brings results.

♡ 2 8:12 AM · Nov 28, 2021



**Arielle Nissenblatt (sounds like 'this and that')**

@arithisandthat



Stats:

Followers gained - 2453

Growth - 73%



♡ 3 9:14 AM · Nov 28, 2021



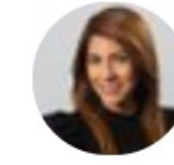
**Mario de Yeswelab (100/100)** 🐼

@Yeswelab\_OU



1600% growth wowwww

♡ 1 9:27 AM · Nov 28, 2021



**Sheila Gonzalez**

@DanesaGlez



Today is my 100th day of the #tweet100 challenge.

I did it!

Stats:

- Followers: + 2,152

- Growth: 1,065%

Lessons learned:

- Give more than you take
- Best growth hack: find your tribe
- Constraints are allies, not enemies
- Community is not a buzzword— It's a mindset

♡ 10 6:04 PM · Nov 29, 2021

**Jason Resnick** 🍷❤️⚡

@rezzz



Stats from the 100 days of Tweet100

349.1k impressions

3.1% engagement rate

463 link clicks (~5/day)

272 RTs (~3/day)

2.9k likes (29/day)

1106 replies (~11/day)

211 followers gained (~2/day)

28793 profile visits (est.) (~288/day)

39 email subs

0 7:00 AM · Dec 1, 2021





But why did I make this?



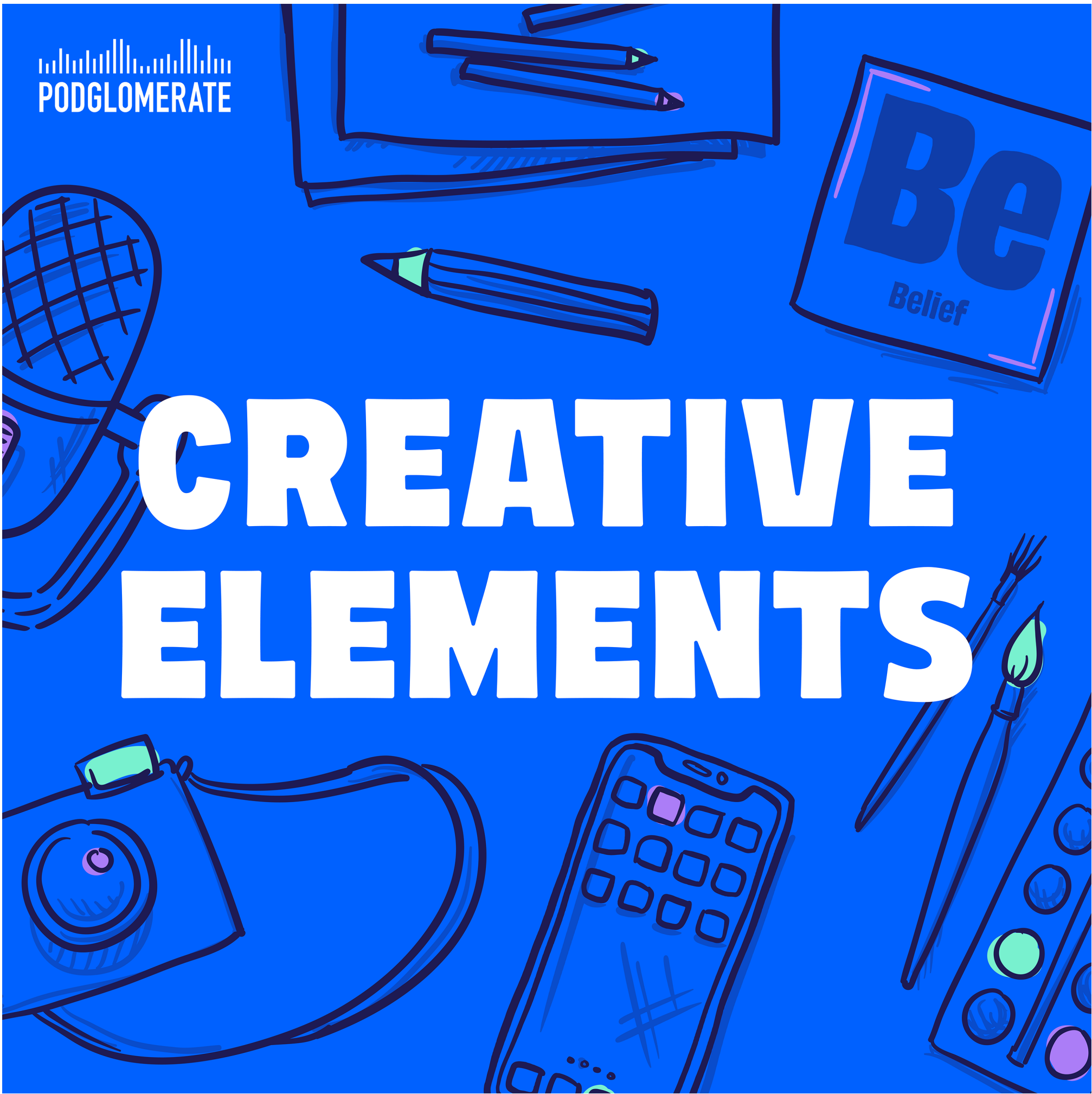
PODGLOMERATE

# CREATIVE ELEMENTS

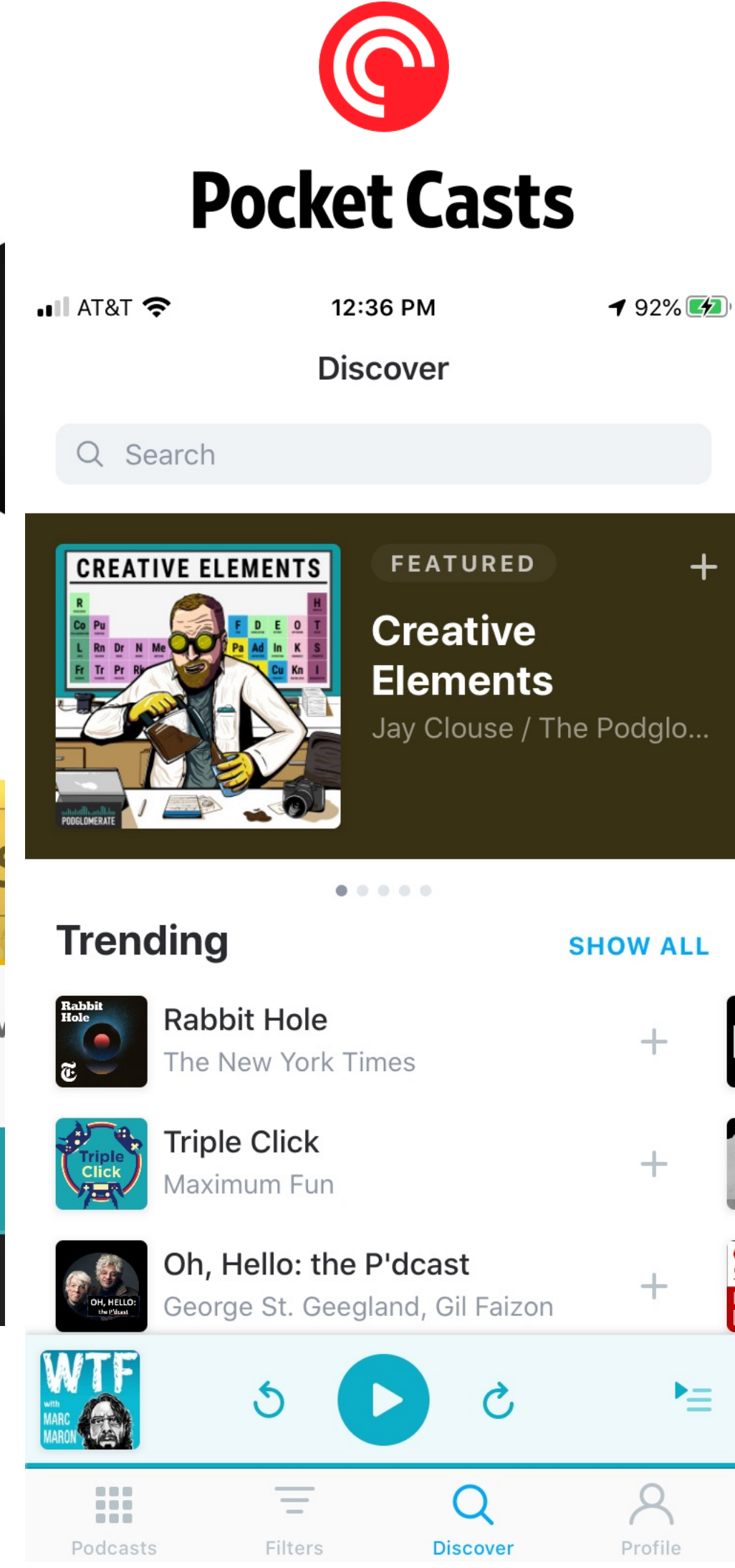
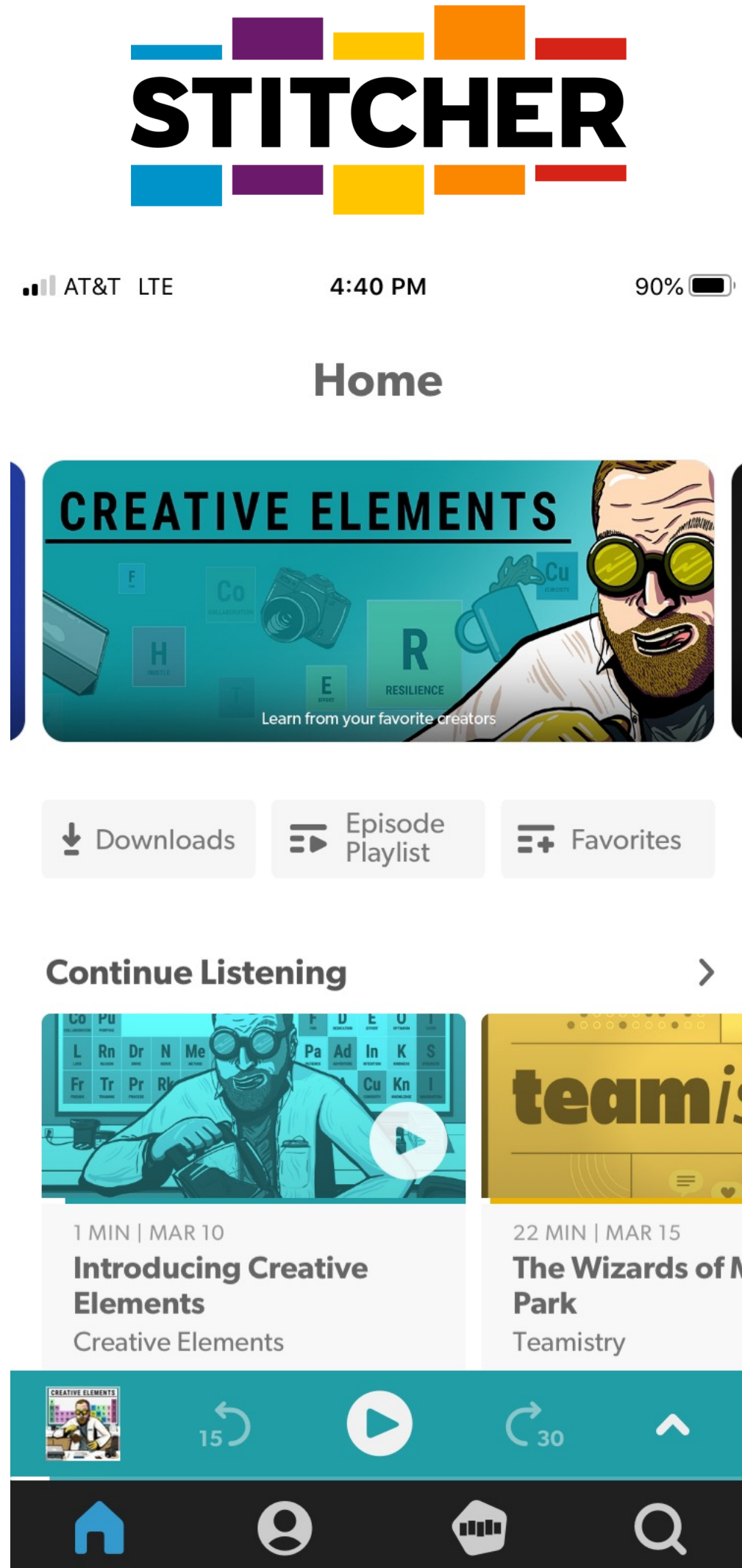
JAY CLOUSE

@jayclouse



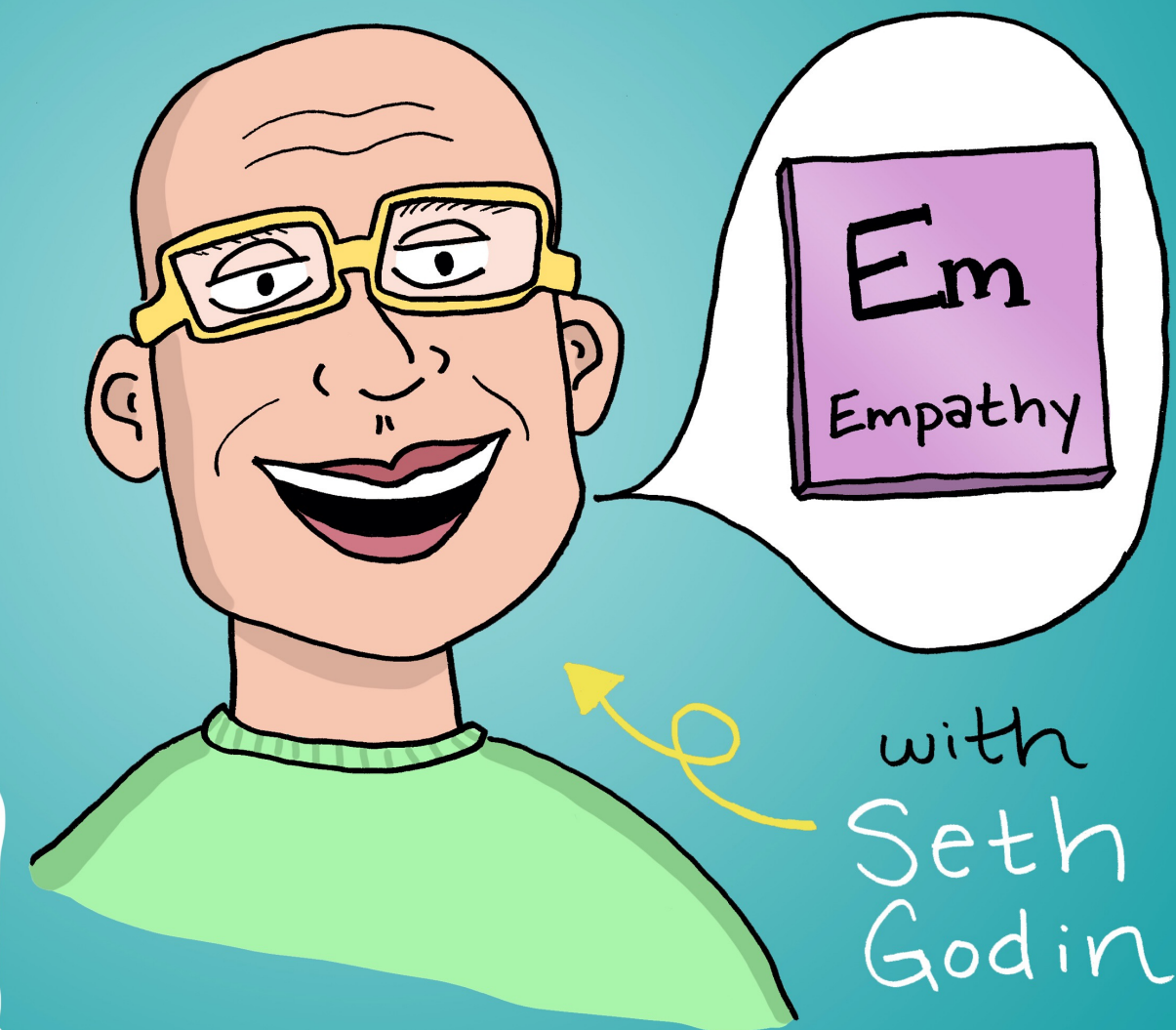


JAY CLOUSE





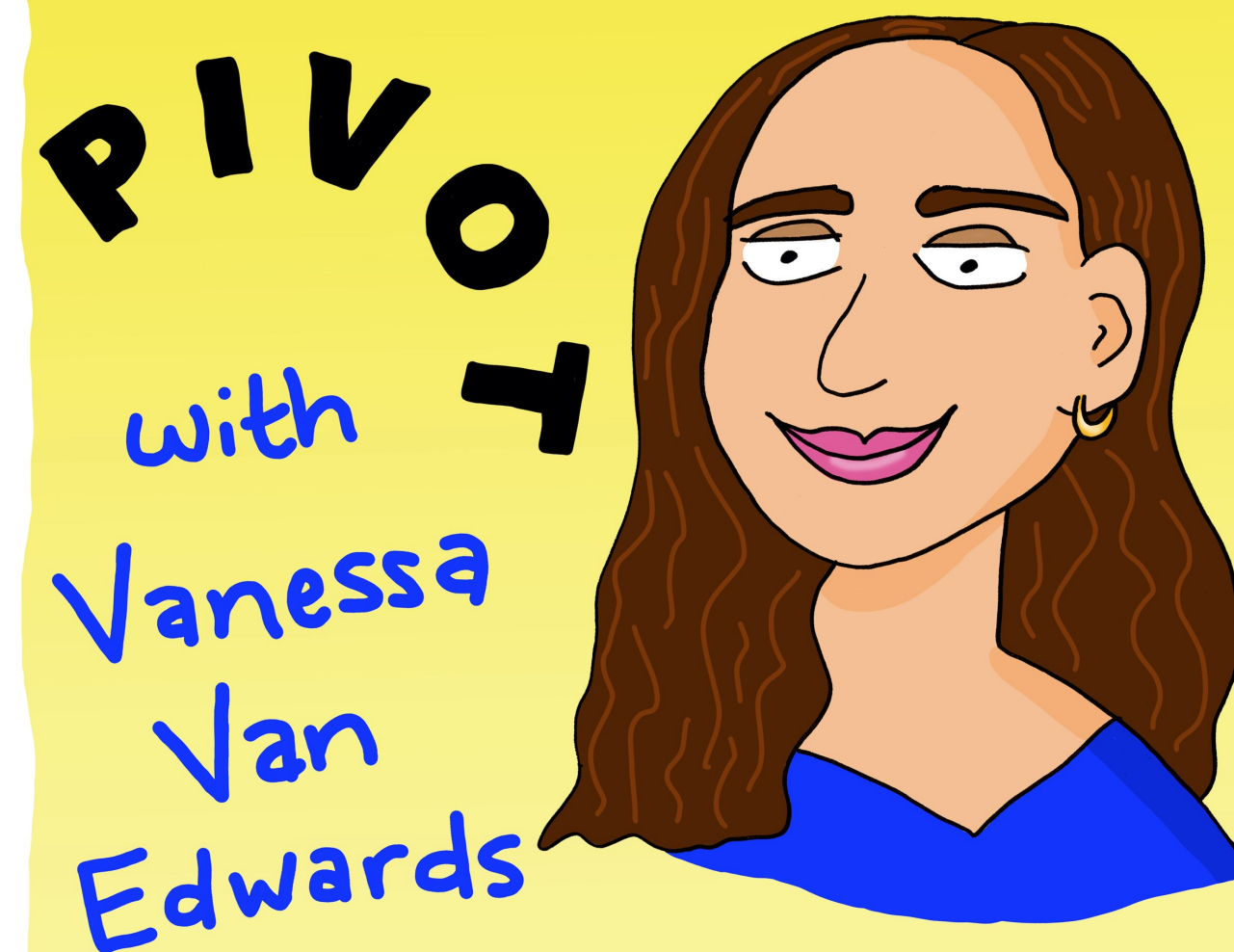
# CREATIVE ELEMENTS



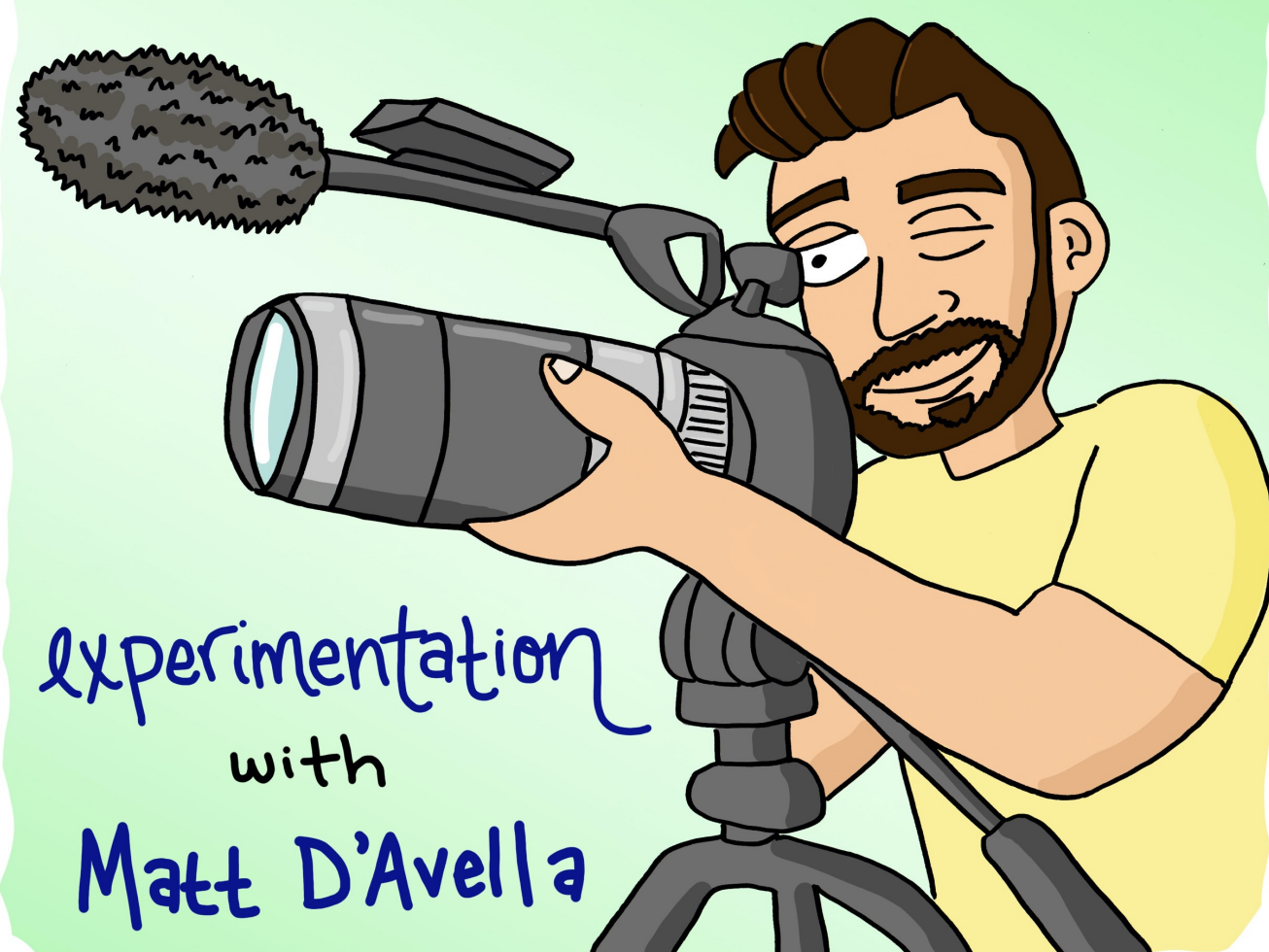
# CREATIVE ELEMENTS



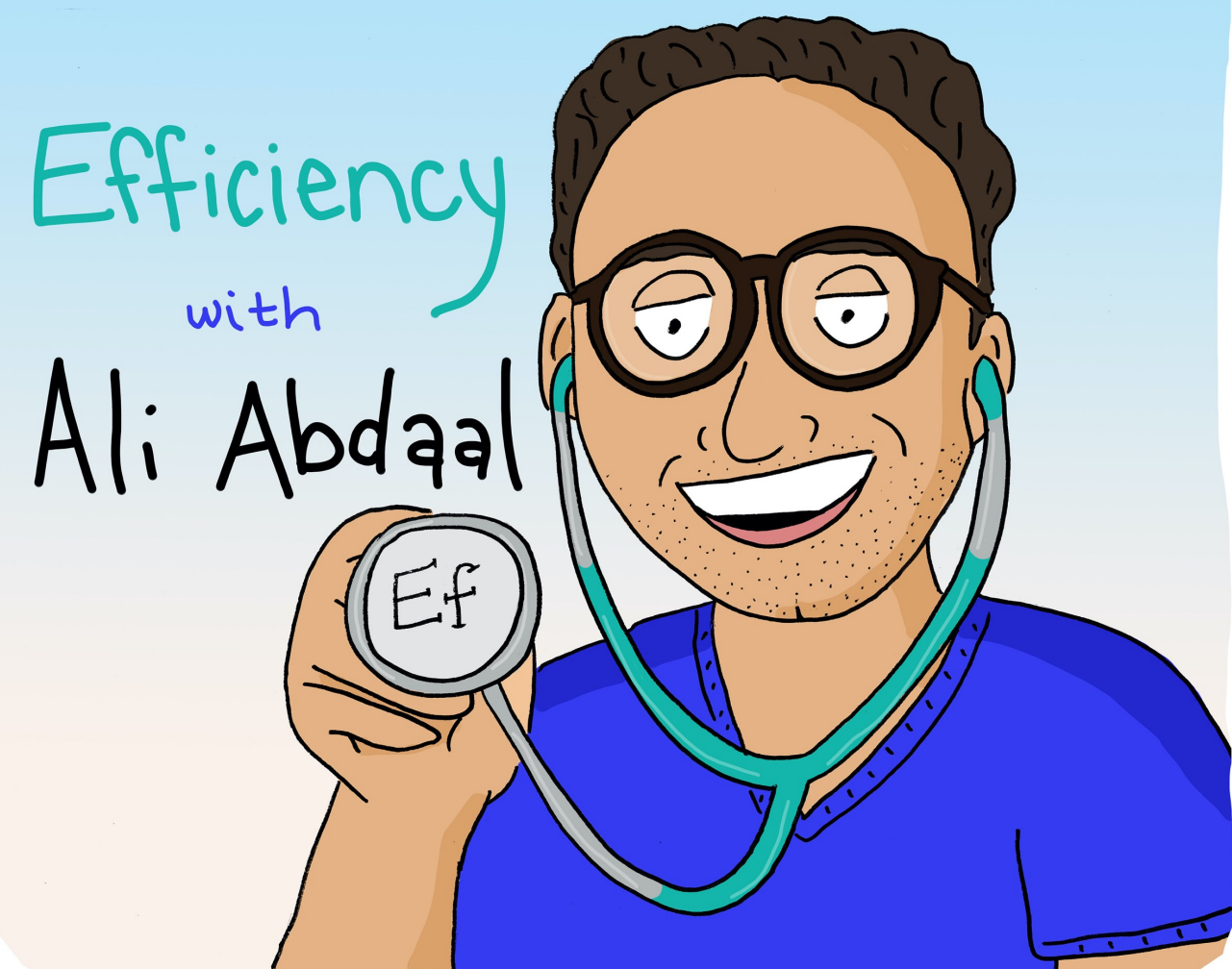
# CREATIVE ELEMENTS



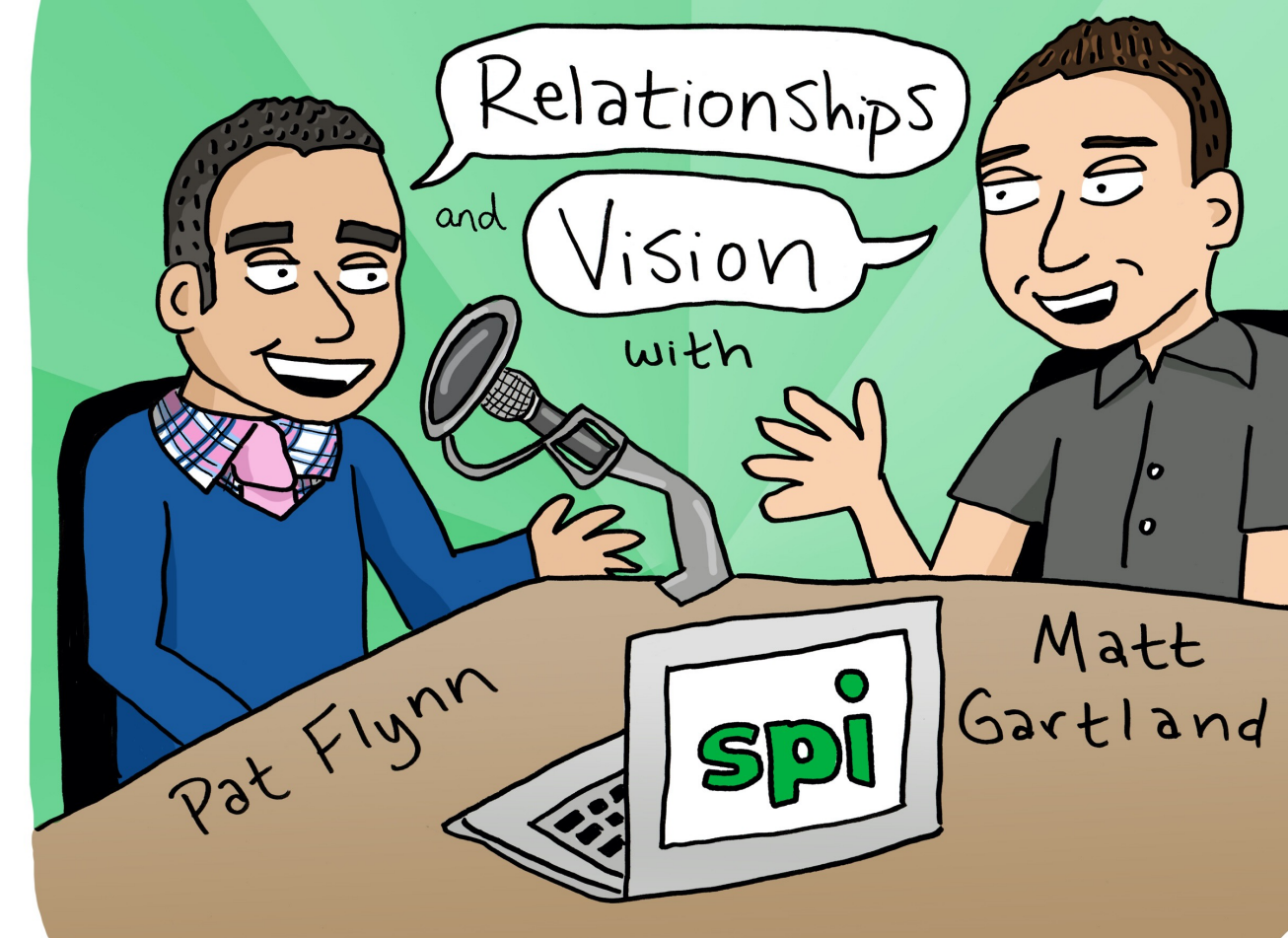
# CREATIVE ELEMENTS



# CREATIVE ELEMENTS



# CREATIVE ELEMENTS





**It's the best thing I've ever made.**

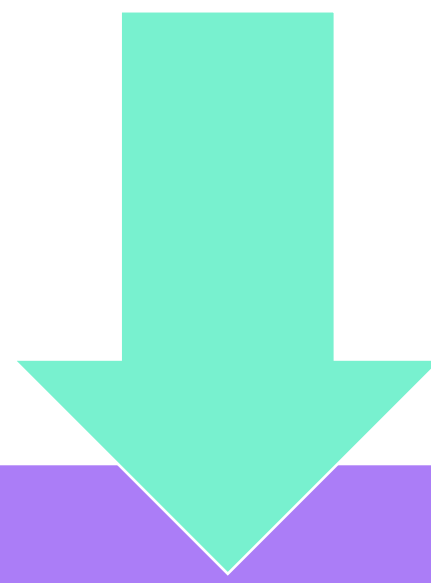


**Podcasting has a discovery problem.**









Jay Funnel

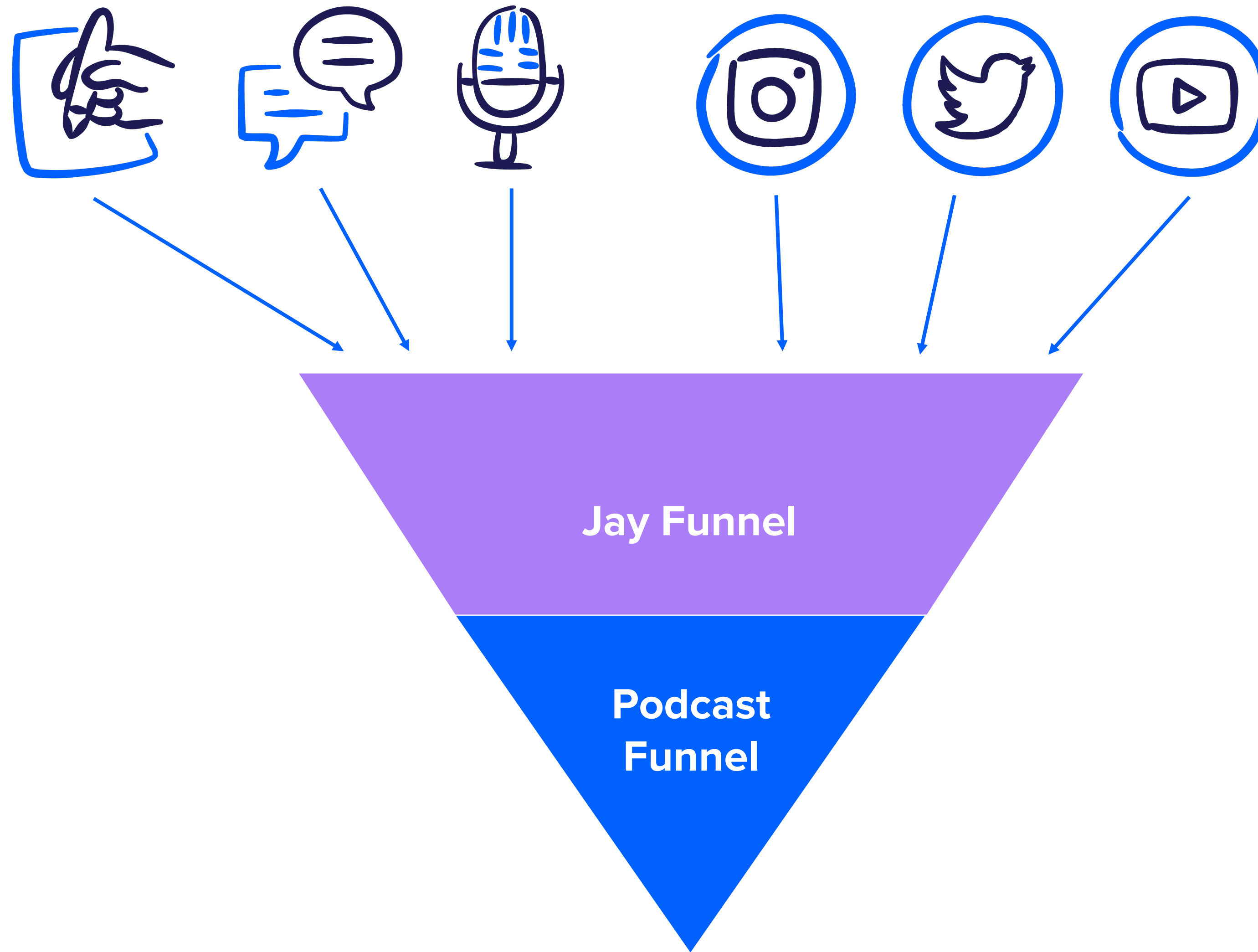


Podcast  
Funnel

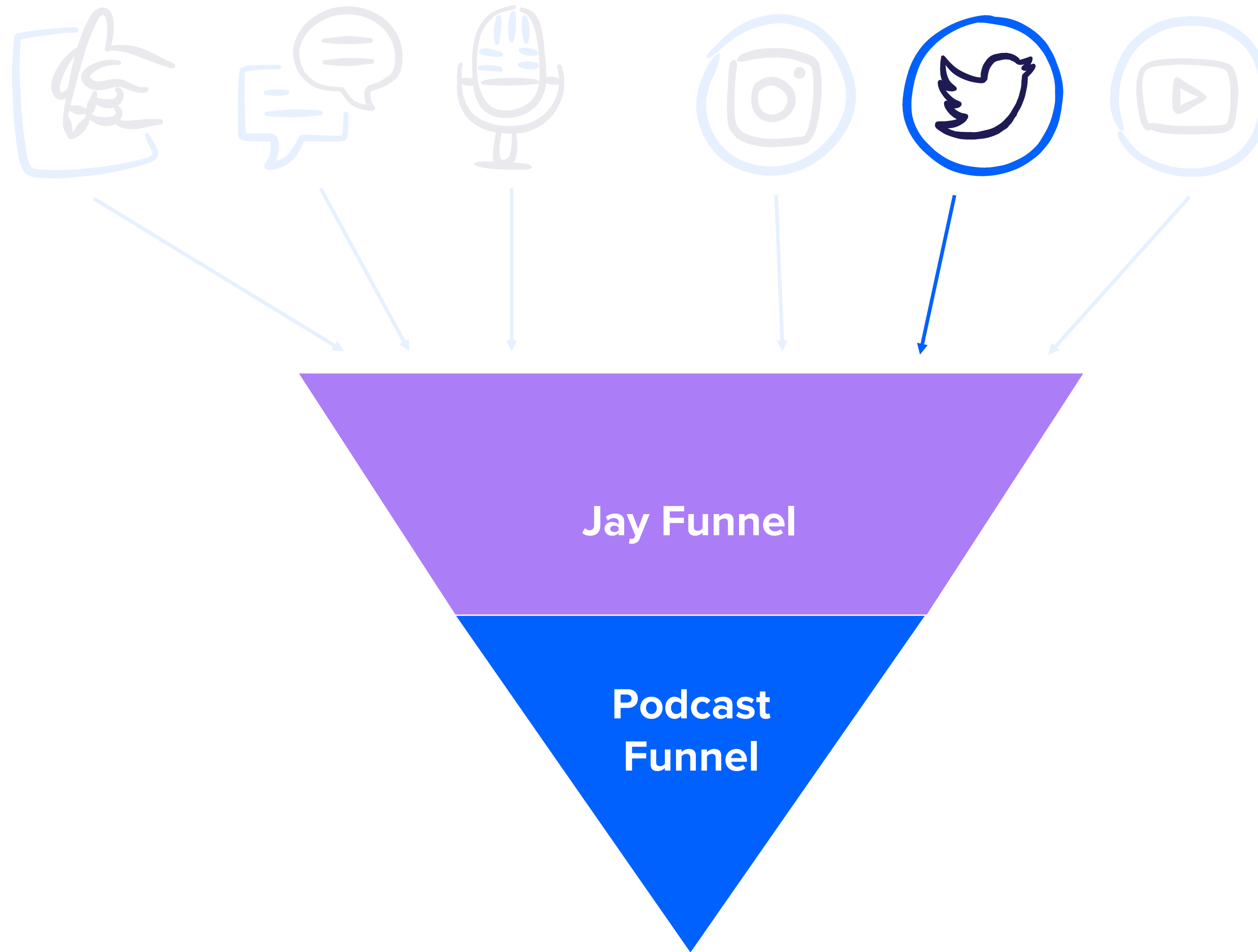


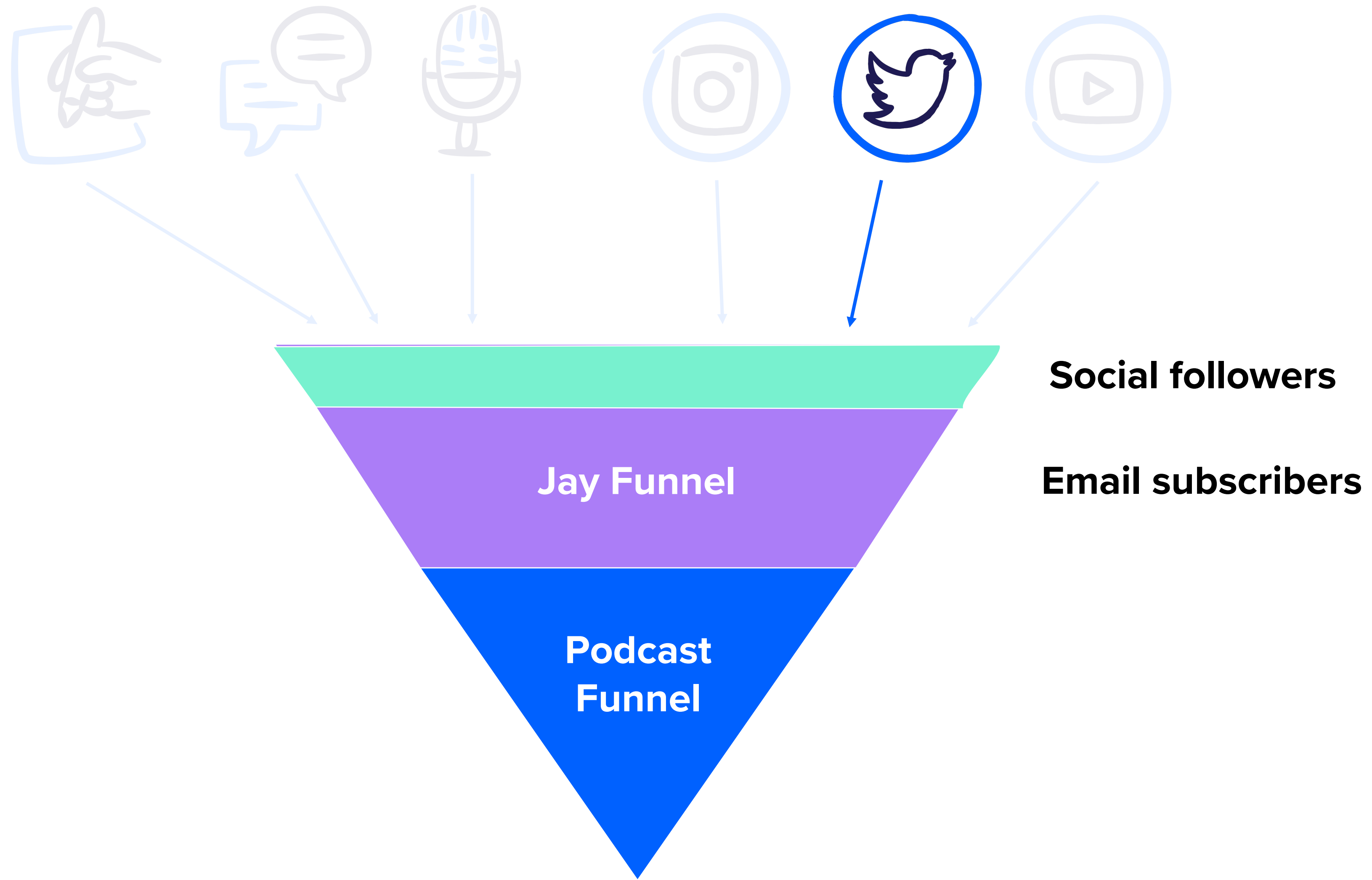


**If people discover YOU, they can  
discover your product.**

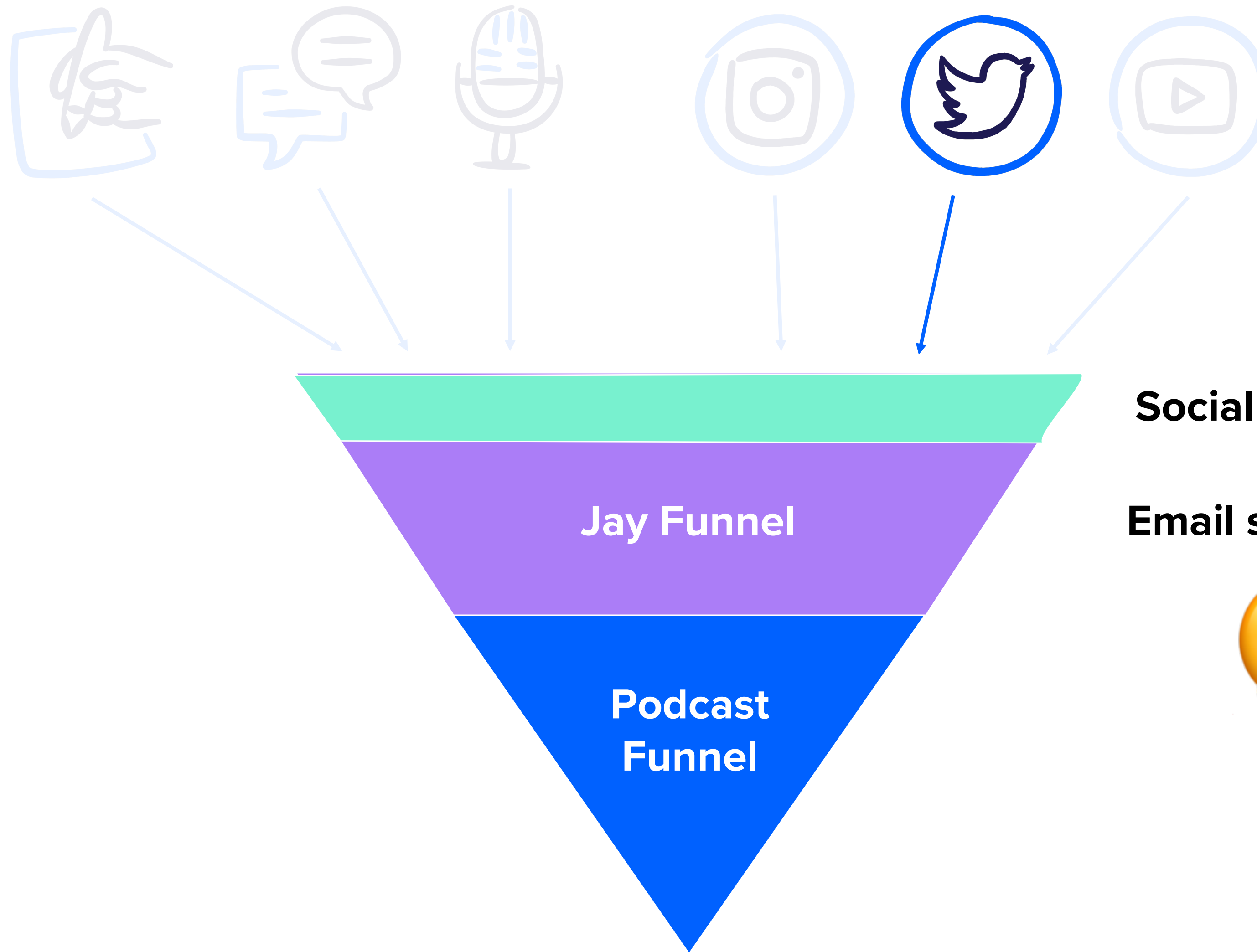












**Social followers**

**Email subscribers**





# Opt-ins and Lead Magnets



# Traditional lead magnet advice...

- Checklist
- Resource Guide
- Case Study
- Ebook

# Traditional lead magnet advice...

- ~~Checklist~~
- ~~Resource Guide~~
- ~~Case Study~~
- ~~Ebook~~



**We know the game.**

**We know the game.**

**We expect more.**



# Lead magnets that still work...

- Email courses
- Challenges
- Quizzes
- Community

**But what if you went a step further?**



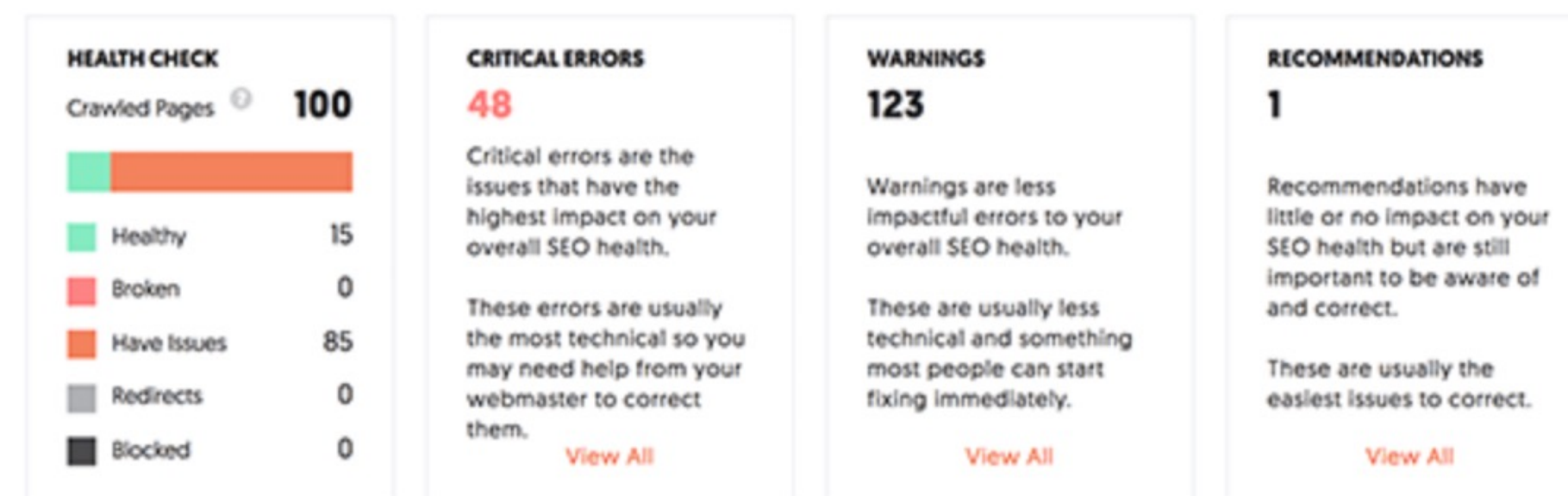
# SEO Analyzer

If you're struggling to get more visitors to your site, the answer might just lie in this **FREE** report!

[ANALYZE WEBSITE](#)

## SEO Analysis

If you want more search traffic, all you have to do is follow the website analysis report. It will point out all of the SEO errors you need to fix in order to increase your rankings.



# Ubersuggest

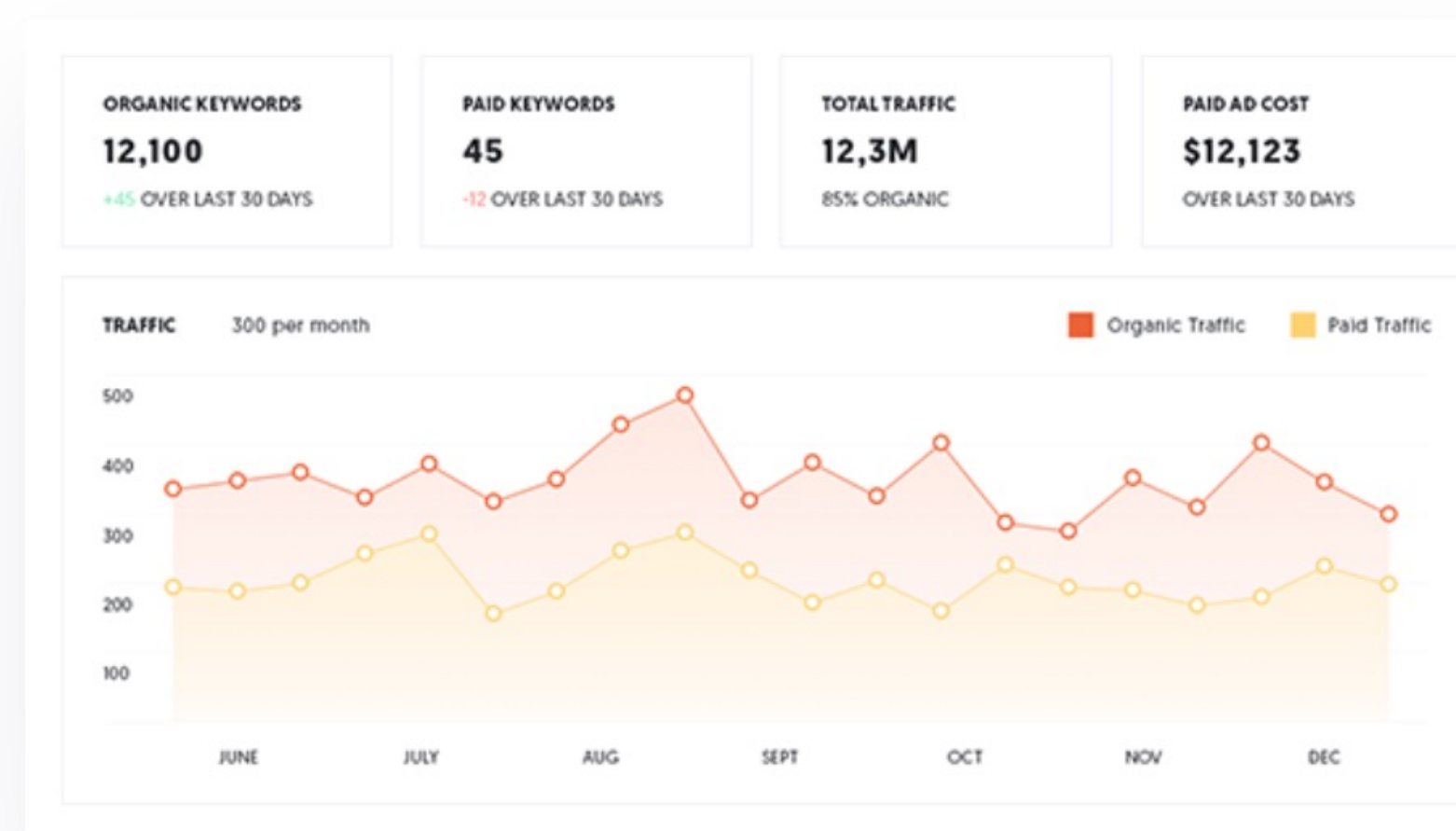
Want more traffic? Ubersuggest shows you how to win the game of SEO.  
Just type in a domain or a keyword to get started.

🇺🇸 English / United States ▾ SEARCH

## Domain Overview


Imagine being able to reverse engineer your competitors' SEO, content marketing, and social media marketing strategy.

Ubersuggest allows you to get insight into the strategies that are working for others in your market so you can adopt them, improve them, and gain an edge.





- Dashboard
- Rank Tracking
- Site Audit
- Keywords**
- Traffic**
- Traffic Overview**
- Top Pages by Traffic
- Backlinks**
- Account & Billing
- Chrome Extension
- Consulting Services
- Support
- Knowledge Base



You are 3 steps away from growing your SEO traffic

- 1 SIGN UP
- 2 CREATE A PROJECT
- 3 ADD KEYWORDS

Get a detailed SEO overview of a site or page URL

freelancing.school

Domain

Language / Country: English / United States

You're using a free version of Ubersuggest. | 0 out of 3 free daily searches available

UPGRADE

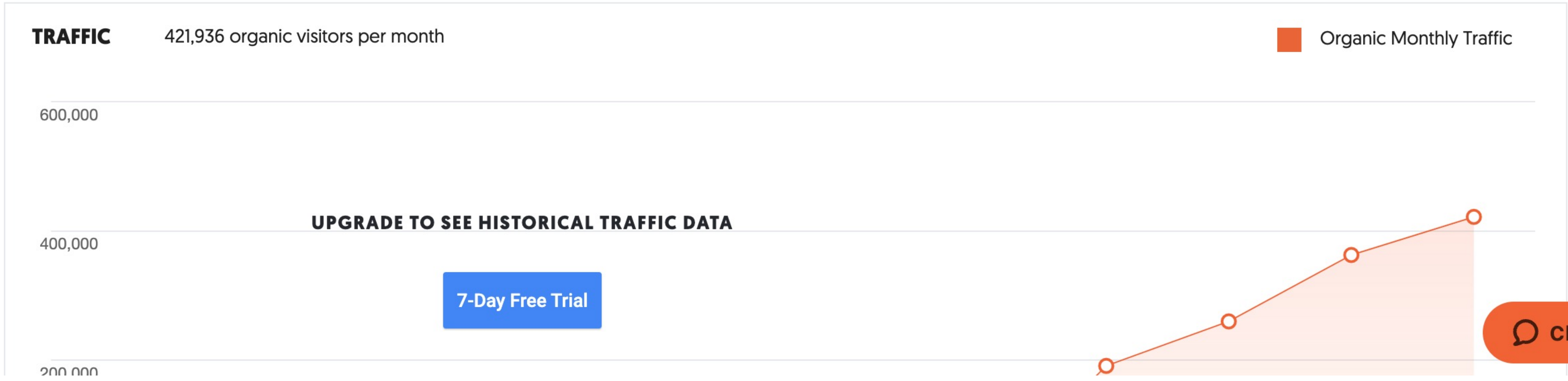
**Create a FREE account and get:**

- More keyword suggestions
- Daily rank tracking
- Personalized SEO suggestions

Create Free Account

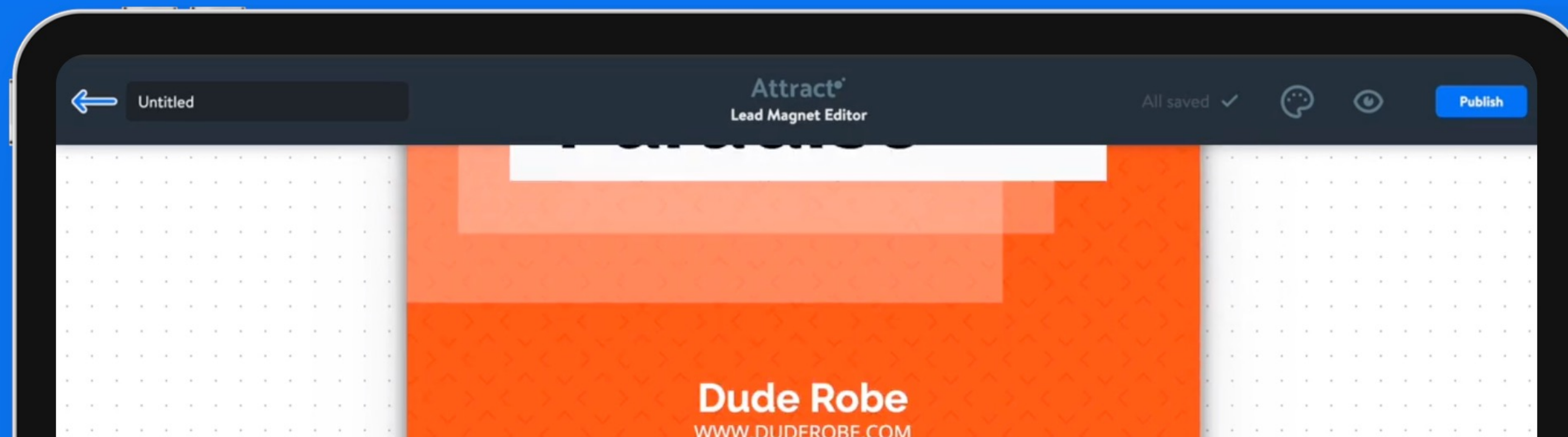
### Traffic Overview : freelancing.school

<p><b>ORGANIC KEYWORDS</b></p> <p>24,636</p> <p>GOOD</p>	<p><b>ORGANIC MONTHLY TRAFFIC</b></p> <p>421,936</p> <p>AMAZING</p>	<p><b>DOMAIN AUTHORITY</b></p> <p>33</p> <p>GOOD</p>	<p><b>BACKLINKS</b></p> <p>6,330</p> <p>NoFollow: 2,189</p>
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# Create irresistible lead magnets that'll grow your email list fast

Attract is a free tool that helps you find the right lead magnet idea and then create it in minutes. Build yours now and make signing up for your email list a no-brainer.

[Get free access](#)





# FEEL STUCK MARKETING

Get one marketing idea that works for you (plus everything you need to get started in the afternoon).

Show me a great idea

## MOST POPULAR TOOLS



Write high-converting email sequences in record time



Create a lead magnet you'll be pumped to share in minutes



Boost your traffic and shares with viral marketing campaigns

## OTHER TOOLS





**You can build products with no code.**



**Circle**

# Lead magnets that still work...

- **Email courses**
- Challenges
- Quizzes
- Community





5 W A Y S I N 5 D A Y S T O

# Make more money freelancing

Subscribe to my free course, and over the next five days I'll give you **five methods** to increase your earning potential within weeks (if not days).

[Get the free course](#)

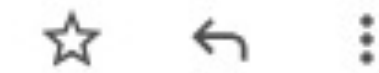


# Introducing Typefully Academy ▶ Inbox x



**Fabrizio Rinaldi** <fabrizio@typefully.app>  
to jaydclouse ▾

10:00 AM (10 minutes ago)



Hi Jay,

Today we're launching our first course: [Typefully Academy](#) 🎓

It's not just another course about growth hacks and cheap tricks. We created it by analyzing the **strategies of the top creators on Typefully**, and applying the learnings to our own accounts.

The graphic features a dark purple background with a white and light blue gradient. On the left, the text reads: 'Typefully Academy', 'Grow an engaged audience on Twitter', and 'Free weekly lessons on how to grow on Twitter. From the makers of Typefully, the thread-writing app loved by 22,000+ creators.' On the right, there is a white speech bubble containing a profile picture of Fabrizio Rinaldi, his name '@fabrizio\_rinaldi', and a tweet: 'hey 🍷 Typefully's co-founder here I'm writing this course based on my own experience growing on Twitter, and observing top creators using Typefully'.

You get **one weekly email lesson** with actionable advice and principles to grow an engaged audience.

[Get the free course](#)



# Lead magnets that still work...

- Email courses
- **Challenges**
- Quizzes
- Community



Circle

# 100 day challenge for publishing more on Twitter

Your email address

Join #Tweet100



Home

Lobby 🙌

Start Here

Announcements

Events & Recordings

Leaderboards

Hall of Fame

Writing Prompts

Parlor 💬

General Chat

Introductions

Ask for Feedback

Share Your Wins

Amplify

Library 📖

Articles & Books

Podcasts

Videos

Tools & Resources

Links

Update Your Record



### You've found a magical place.

Welcome to the **#Tweet100 Social Club**, a special place where Hundies can connect with, learn from, and support one another.

To access, you must login or become a member.

#### Members get full access to:

- Community Forum
- Members Directory
- Writing Prompts
- Tools & Resources
- Tweet Hall of Fame
- Weekly Emails
- Live Events

...and more!

➔ [Become a member here](#)

Home

Latest ▾



Jay Clouse

ADMIN

HALL OF FAME

22 days ago

Share

# Lead magnets that still work...

- Email courses
- Challenges
- **Quizzes**
- Community







# fighting the patriarchy by making you rich

FREE QUIZ: WHAT'S YOUR MONEY PERSONALITY?



# Lead magnets that still work...

- Email courses
- Challenges
- Quizzes
- **Community**

# Circle



**Discord**



**mighty networks**



[Home](#)

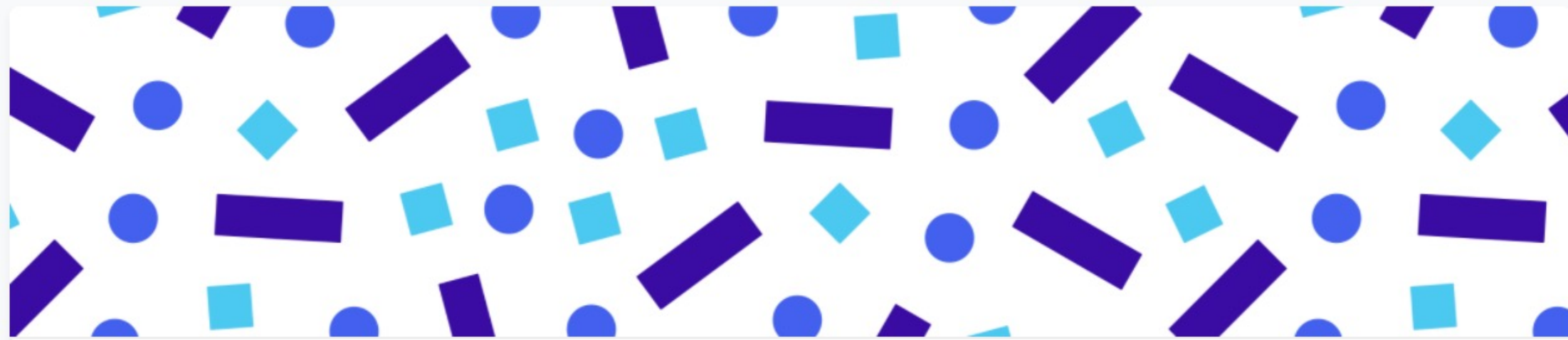
- Community
  - start here
  - announcements
  - talent directory
  - challenges
  - job opportunities

[Chat topics](#)[Share resources](#)

- articles & books
- events
- music
- podcasts

[videos & streaming](#)[tools & resources](#)[Students only](#)

- course questions
- course feedback

[Links](#)[Freelancing School](#)

## You've stumbled into a wonderful place.

The Freelancing School community is a place for freelancers to connect, share ideas, and help each other grow their freelance businesses. As a non-member, your view of the community is currently limited. But you're welcome to create a free account to gain access to all of our discussion spaces!

### Home

[Latest](#)

**Kelly Claus** 15 days ago  
Posted in job opportunities

[Share](#)

### Infographic (+ other stuff) Designer needed immediately!

Hi all! I've run into a sizable snag in my workload this week, and am not able to deliver a project on time for a client I love. Wondering if there's anyone in here who's up for a quick challenge (and making a few hundred dollars).

It's an infographic design (of sorts), and I need to send them a draft by early tomorrow (yikes!!!). It's not a super straightforward design, unfortunately - will definitely require some thinking.

...  
[See more](#)

**What experience or outcome can  
you make that's worth paying for...**

**What experience or outcome can  
you make that's worth paying for...**

**...and then make it free?**



# Conclusion



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- When discovery for your product is hard, use yourself as top of funnel

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- Select a social media platform you like and dedicate energy there



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- Create some opt in that converts followers into subscribers
- Leverage stronger lead magnets for that conversion
  - Courses
  - Challenges
  - Quizzes
  - Communities

# Conclusion

- When discovery for your product is hard, use yourself as top of funnel
- Select a social media platform you like and dedicate energy there
- Create some opt in that converts followers into subscribers
- Leverage stronger lead magnets for that conversion
  - Courses
  - Challenges
  - Quizzes
  - Communities
- Strive to create a product experience or outcome that you can provide for free



# Stay connected

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- Join #Tweet100 at [tweet100.com](https://tweet100.com)
- Connect with me [@jayclouse](https://twitter.com/jayclouse) on Twitter
- Listen to **Creative Elements**





# Questions?

