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Sep 26 · 2 tweets · [thejustinwelsh/status/1574442809746153474](https://twitter.com/thejustinwelsh/status/1574442809746153474)

If you can find a way to drive 100 people to a landing page each day, you can probably make 2-3 sales of a lower-cost product.

If that product is \$150, you're making \$100k+ per year.

Become known for one thing, build one product, and drive that traffic.

Start there.

If you like Tweets like this, you might enjoy my weekly newsletter, The Saturday Solopreneur.

1 actionable tip for growing your online business. Always 4 minutes or less.

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THE SATURDAY SOLOPRENEUR

One actionable tip on audience and
revenue growth for your online business.



This week's tip:
Understand what content powers
solopreneur business.

Social media content can be one of the
most powerful and reliable tools for
building revenue in your online business.

Even if you don't have a service or product
to sell now, you should always be building
a following in anticipation of having one
in the future.

In order to effectively build a following,
there will be people from you, you should
consider following these 4 rules of
content:

@justinwelsh
4 types of content builds a following:

1. This person teaches me
2. This person entertains me
3. This person makes me think
4. This person understands me

That's about it.

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Join 60,000+ digital entrepreneurs in our weekly newsletter. Each week you'll get 1 actionable tip to launch, grow, and monetize your internet business in just 4 minutes.

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