

3 Ways Hypefury Takes Beginner Digital Writers from Amateur to Pro



Hypefury is a paid service that transforms amateur writers into professional content creators. It's billed as a pathway to monetizing your account, but even if you don't start earning money right away — you very quickly start viewing your creative habits from a professional lens.

I first signed up for a free trial of Hypefury about 5 months ago with a simple goal in mind. I wanted the freedom to schedule tweets to my Twitter account several days in advance and use professional tools to grow my social media faster.

After discovering it was possible (and actually quite simple) to make money writing online, I became hooked on building my personal brand through Twitter writing. I dived down the digital writing rabbit hole and committed myself to creating content every day. Having to post constantly was difficult, and while the social media growth process is simple, it's definitely not easy.

The screenshot shows the Hypefury website homepage. At the top, there is a navigation bar with the Hypefury logo (a blue bird icon followed by the text 'HYPEFURY') on the left, and links for 'PRICING', 'SUPPORTERS', 'OUR STORY', and 'BLOG' in the center. On the right side of the navigation bar, there are two orange buttons: 'TRY IT FREE' and 'LOG IN'. Below the navigation bar, the main content area features a large blue heading: 'Your personal assistant to grow & monetize your Twitter audience'. Underneath this heading, a sub-headline reads: 'We picked the best techniques used by Twitter OG's, and turned them into an app:'. A bulleted list follows, containing four items: 'Create new content seamlessly', 'Grow your audience', 'Grow your email list', and 'Sell more products'. Below the list, there is a section titled 'We'd love to welcome you to the Hypefury Family.' which displays a row of circular profile pictures of various users, with the last one being a yellow circle containing the text 'You?'. At the bottom of this section is an orange button that says 'Try Hypefury for free' with a right-pointing arrow. On the right side of the page, there is a large illustration of a person sitting in a hot air balloon basket, holding a smartphone. The balloon is a large blue sphere, and the person is surrounded by small blue bird icons (Twitter avatars) flying around them. The background of the illustration is a light blue sky with a white cloud.

After starting to post on Twitter in early September, I learned that most successful digital creators (who make a sizable living from their work) use scheduling apps to take

back control of their time. Believe it or not, jumping on Twitter several times a day to post or engage is not the highest ROI activity for internet entrepreneurs. There are two services available to alleviate this problem: Hypefury and TweetHunter.

The main difference between them: Hypefury can be used for scheduling content across Twitter, Instagram, LinkedIn and more — while TweetHunter is solely for Twitter growth. It's also \$20 more expensive per month.

I signed up for Hypefury for the versatility and economic reasons. And it completely changed the way I created content. I went from haphazardly tweeting from the hip at random intervals to batching my content all at once and thinking differently about what I chose to share. Essentially I went from posting exclusively about my personal experience to acting as a curator of knowledge within my “niche.”

I took it upon myself to become an educator — a distiller of information people could learn from. Infusing my personal experience into that distillation is what made my content stand out and seeing other successful creators implement this strategy fueled me with ideas to load up my Hypefury queue.

Let's first understand the distinction between amateur and professional content creator.

The Amateur Creator

- Seeks validation from others
- Puts their ideas out for themselves.
- Their work serves to win the positive opinion of the digital masses

Through this process, they don't build an audience of people who recognize and appreciate them for bringing value into the content ecosystem.

On the other hand —

The Professional Content Creator

- Creates for the world
- Seeks to educate and provide value to their audience
- Their ideas are celebrated and they are called upon to deliver more
- Their audience recognizes them for solving problems, introducing novel ideas, and speaking the truth into the world

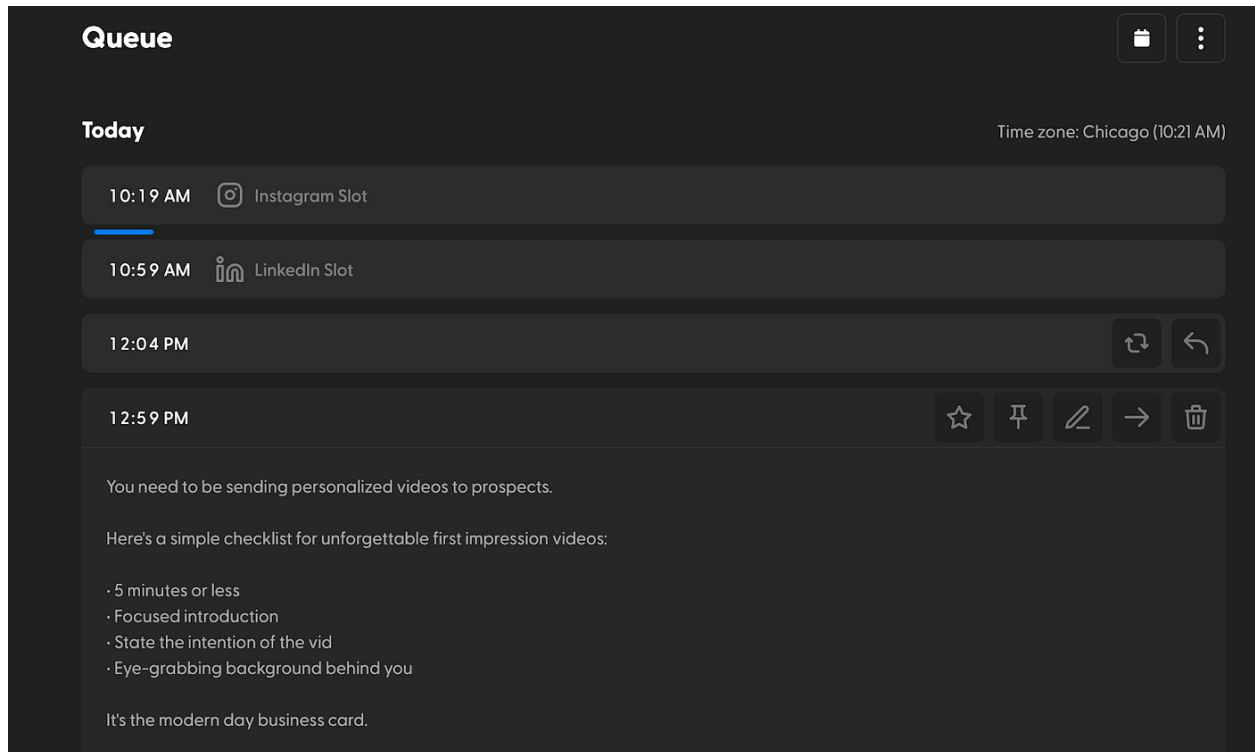
To make this process of content creation as efficient as possible, time saving tools like Hypefury become necessary. The amateur creator would likely never have the need for it.

To best assess how exactly Hypefury transforms creators from an amateur to a professional mindset, we need to examine 3 of its most helpful and recognized tools: scheduling, analytics, and Auto DM's.

Scheduling

The primary feature of Hypefury is scheduling. Content can be written in Hypefury and scheduled weeks in advance. It trains writers to “batch” their content — to write it all out at once and schedule it so they don't have to constantly tweet throughout the week.

The transformation was simple: I quickly started seeing each piece of content as a component of a larger content plan encompassing multiple weeks and months.



I learned to time my posts effectively and connect my ideas to each other within the same week of content.

Rather than each piece existing in a vacuum, I learned to synthesize ideas and concepts through multiple tweets scheduled to post over a period of days. This changed both the way my ideas were received but also how I formulated them in the first place.

I began thinking further ahead and on a more “macro” scale. I went from shooting out half baked ideas from the hip to batching a week’s worth of value-based tweets infused with quality information and authentic personality.

On a more practical level, Hypefury also helps you write more. And faster. And better. Repetition breeds improvement and the simple act of batching content forces you to stack repetitions quickly.

One final point on scheduling: Hypefury has facilitated the rise of a new kind of professional content creator — Twitter ghostwriters. Being able to clearly organize and schedule content allows experienced digital writers to write and post content for personal brands, businesses, or individuals who want to grow their account but don't have the time or skills to do it.

Beyond the personal improvement aspects of scheduling tweets, using Hypefury also enables you to launch your own business around writing and posting content for others.

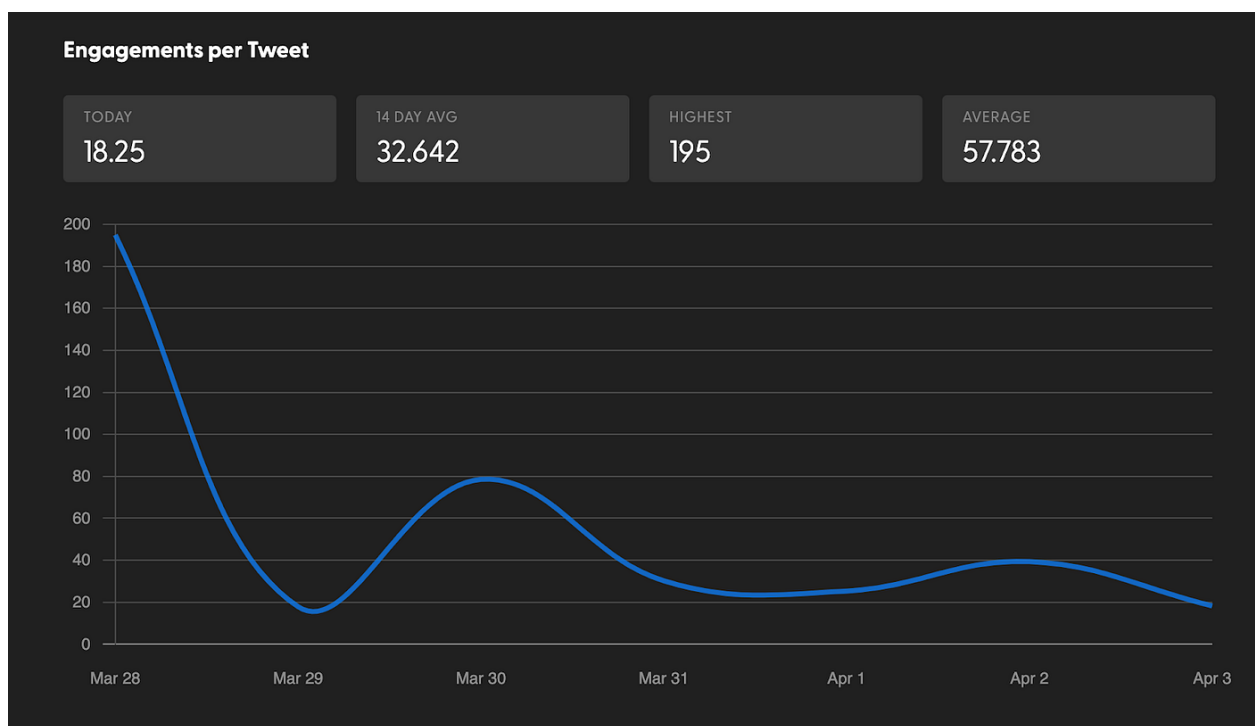
This is the modern day equivalent of a writing boot camp where the use of a digital service actually prepares you for a new (and highly paid) profession.

Analytics

Analytics are absolutely essential for understanding how one's content is being perceived by your audience. Think of it as measuring applause (or something simpler).

Professional creators look to the numbers to assess what is resonating and how they can lean into that data to better serve their readers.

Ultimately, creators who start taking their work seriously develop a keen audience awareness. They know who they're talking to and what they need to say to help them.



Hypefury makes these audience analytics accessible, easy to read, and always up to date so that for each and every writing session users can create from a place of confidence, knowing their ideas are proven.

As I started using Hypefury, I stopped writing content from a place of self-centeredness (“I’m writing this because I think it’s cool...”) to a place of service (“I’m writing this because I know it could help someone today because they’re literally asking for it...”) which presents one of the most profound shifts in going from amateur to professional creator. The theme of this shift is still a really strong driving theme for the essay, and for me it’s centered on audience awareness

Making content decisions based on data is a common theme of professional creators and leads to the growth of one’s account but also in the further development of important ideas in the digital world. Writers who double down on what’s working are doing their part to serve the people. In an age of infinite content, the most valuable currency isn’t money. It’s attention.

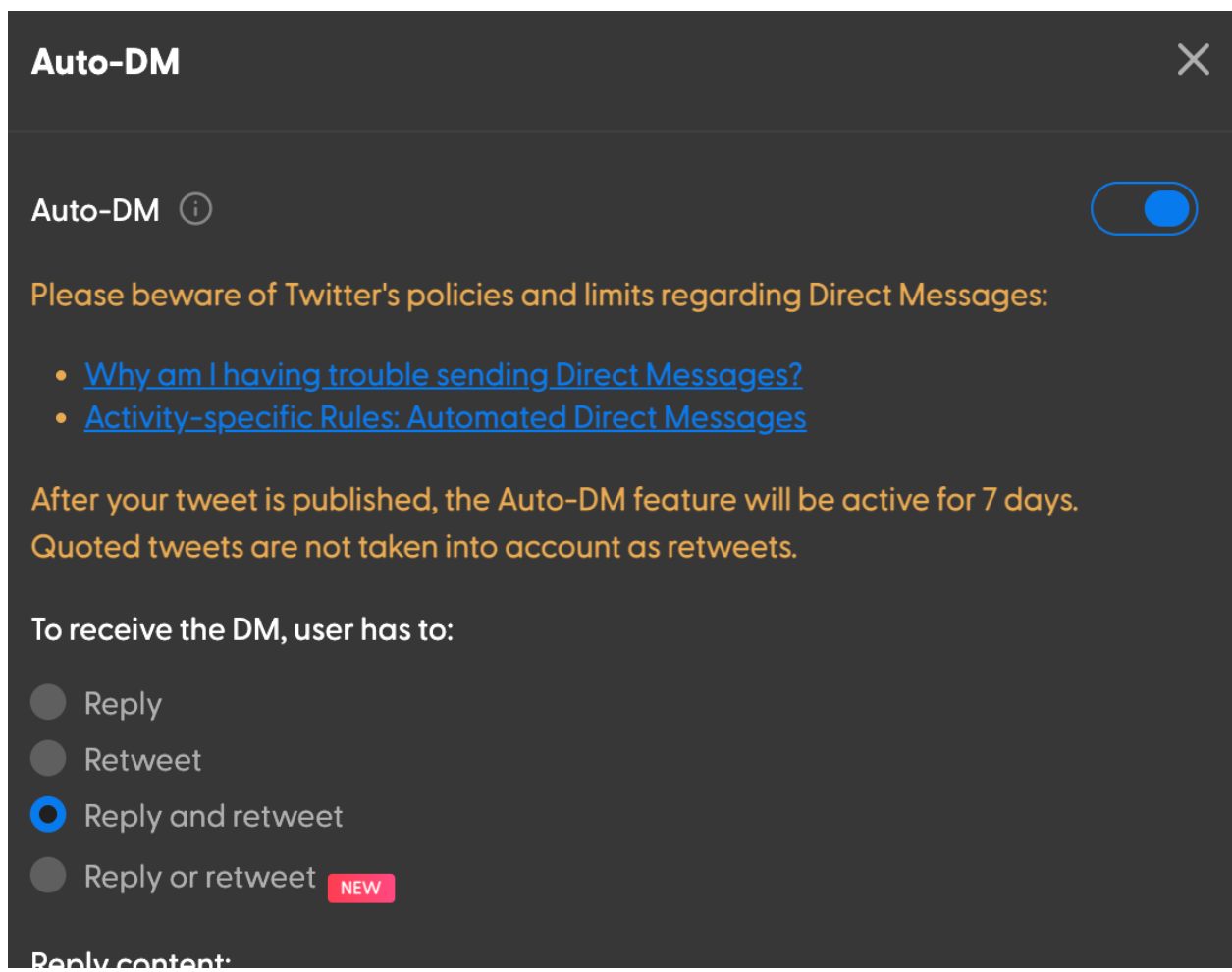
Creators are vying for the attention of the public with their content and to make this happen, they have to make data driven decisions around what they produce. Basically if you play the game and look at the numbers, you’re working to bulletproof the efficacy of the creator economy.

To learn more about the creator economy and the future of business in the digital world, check out Dan Koe — a pioneer of this school of thought.

<https://twitter.com/thedankoe>

Auto DM's

The Auto DM is an automation feature that allows users to set a programmed response to readers who engage with their content in a certain way. For example, if a reader likes, comments something specific like “Send,” and retweets the post, a free educational resource can be automatically sent to their direct messages. This proves to be an excellent way to generate account growth and manufacture a viral post.



Auto-DM ✕

Auto-DM i

Please beware of Twitter's policies and limits regarding Direct Messages:

- [Why am I having trouble sending Direct Messages?](#)
- [Activity-specific Rules: Automated Direct Messages](#)

After your tweet is published, the Auto-DM feature will be active for 7 days.
Quoted tweets are not taken into account as retweets.

To receive the DM, user has to:

- Reply
- Retweet
- Reply and retweet
- Reply or retweet NEW

Reply content:

When a post continuously racks up likes, comments, and retweets, the snowball effect kicks in and it can gain an insane amount of traction and attention. If the resource sent out to the DM's is also highly valuable, the writer has earned significant trust from their audience and potentially, an inbox full of warm leads for whatever business they're running.

A perfect example of this is with Twitter ghostwriters. They'll create a free resource within their niche (creating viral content,) put together an Auto DM, and as people retweet to receive the sought after educational resource, the ghostwriter can now reach out to an inbox full of warm leads and offer their ghostwriting services.

1 Skill you should master as a digital writer:

Storytelling.

I just created the "Story Sphere" Framework using principles from Pixar movies.

Want me to send it to you for FREE?

- Like this post**
- Comment "Story"**

***Must be following**

A sample caption from a successful Auto-DM Campaign. This racked up over 200k impressions in a single day.

Learning to run successful Auto DM campaigns indicates an advanced step in one's content creation journey. It signifies that someone has mastered the fundamental principles behind growing their account.

The Big Picture

Using Hypefury is a transformative experience for content creators of all experience and ability levels. Beyond its capabilities to shift the way you view your own content and how it's received by a rapidly growing audience, it does something more nuanced to your own psychology as a citizen of the digital age.

By continuously developing thoughtful, valuable content, you become far less dependent on the consumption of others' work and begin seeing it as an artisan. You notice the details of how it was made and why it works so well. You learn to mimic the principles behind its success in your own voice and style. You, in other words, become a motivated student of the creator economy and escape the clutches of addictive scrolling that's taken our generation by storm.

In achieving this transformation, you set yourself up as a shining example others can strive for as we work to regain our attention span and ability to think.

Suddenly, being a content creator becomes a role of great responsibility. It's not just about writing tweets and gaining followers anymore.

It's your unspoken role to teach humanity how to interact with the internet in a conscious, productive manner.

And it all starts from scheduling a single tweet.

Read the article online here:

<https://medium.com/@joshletoczuba/3-ways-hypefury-takes-beginner-digital-writers-from-amateur-to-pro-e5fa713f4aba>