



The
ULTIMATE
Threads Guide

~ Anne Foxglove





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Anne Foxglove

Hi, I'm Anne!



ABOUT ME

Three years ago, I was working 2 jobs, still struggling to make ends meet. Desperate to quit my job, I decided to go all in on Instagram to grow my brand and make money online.

I graduated with a Master's degree in the UK, hoping to build a stable career in tech. With the current job market and applications being filtered and rejected by ATS before an employee even sees the job, getting an interview became nearly impossible.

Just to make ends meet, I was working 2 jobs in retail, yet barely getting by. I was just barely surviving with the high living expenses in London. Desperate to quit my job, I took up dropshipping, smma, trading, and even tried door-to-door sales. Nothing seemed to be working.

Then I took my first steps into social media marketing with an Instagram account dedicated to growing my brand. Excited and determined, I committed to posting three times a day, engaging with my audience, and implementing everything I had learned from a \$500 digital marketing course. I believed that consistency and effort would naturally lead to growth. It didn't. The frustration was overwhelming. I had invested not just my money but also countless hours into content creation, studying marketing strategies, and applying what I had learned. Yet, no matter what I did, nothing seemed to work.

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The Instagram burnout is real, and the worst part is that Instagram was taking down accounts with no notice, especially for creators in the digital marketing or finance niche.

I was constantly worried my Instagram would be taken down, as it had before. So I decided to completely scrap the idea of finance and go all in on fitness and motivation.

While I kept my Instagram on the sidelines since the burnout, I focused completely on Threads to grow a community and see how I can build here without stressing about restrictions, ideas, etc.

And I created this guide so you can learn from my experience, know exactly what to post, how to experiment, see what works best for you, and grow as fast as I did.

Within a week, I hit 500 followers, and within two weeks, 1000. And to my shock, I hit my first million views on Threads within 10 days of starting my account. I'm gaining 100 followers every single day, my engagement is always at its highest, and I only spend 2-3 hours a day on Threads, making sure I do not burn out and never obsess over my growth.

Was this the first time of me growing on Threads, and I just got lucky? No.

I've grown multiple faceless accounts before this from trials and experimenting with different formats and engagement styles to not only grow a following but also build genuine connections.

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CORE VALUES

COMMUNITY
BUILDING

Since you are typically working from home and pursuing your ideas in your brain, being an entrepreneur can occasionally feel isolating. I aimed to create a network of encouraging, like-minded individuals along the path so that we might all inspire one another.

ALL THINGS
THREADS

I launched an Instagram account where I posted myself constantly. While I enjoyed the process, it quickly became draining. I wanted to try something different: go faceless while still building my brand. That's when I decided to take my strategy to Threads, where I could grow and monetize

FASTER
REACH

I required a platform that would quickly make new users like me visible. I had no idea that Threads would be the platform. The amount of interaction, community, and views my account received in the first week truly astounded me!

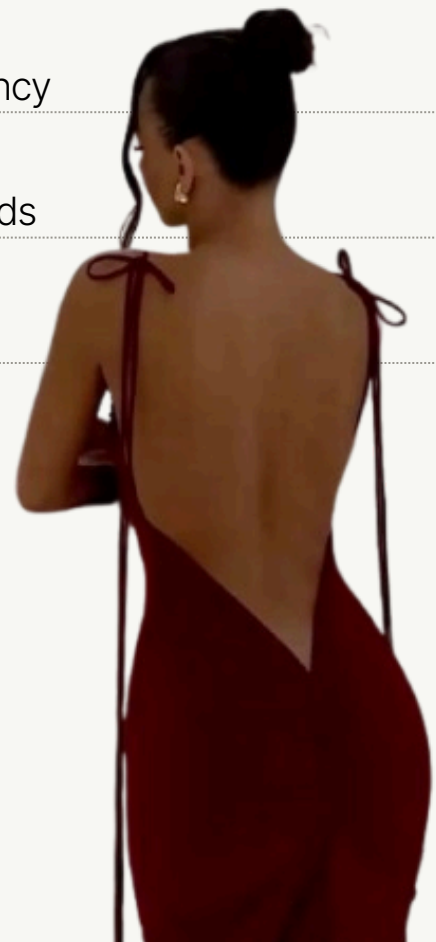
SELL
WITHOUT
SELLING

With my academic background in digital marketing and years of hands-on experience, I've learned that the best way to sell isn't by pushing—it's by pulling people in. The right marketing strategies make selling feel effortless, where people don't even realize they're being sold to.



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CHAPTER 1

PERSONAL BRAND PSYCHOLOGY



WHY PERSONAL BRANDS WORK



Personal brands work because people connect to people before they connect to products.

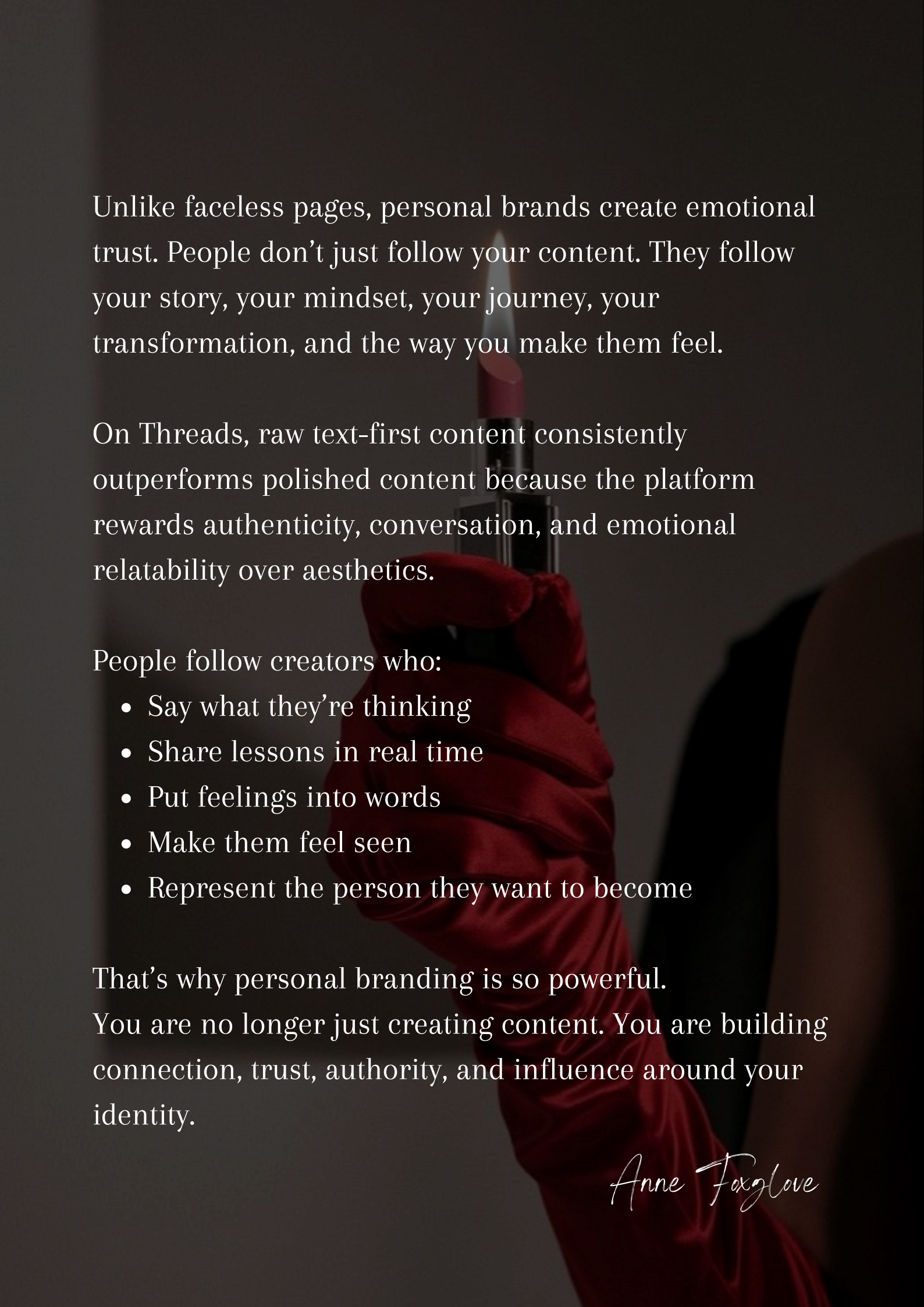
On Threads, people are not scrolling for perfection. They're scrolling for connection, relatability, emotion, honesty, transformation, and identity.

When someone reads a post and thinks:

- “That’s exactly how I feel.”
- “I thought I was the only one.”
- “I want her life.”
- “I want to become like this.”

Their brain emotionally attaches to the creator behind the words.

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A hand wearing a red velvet glove holds a lit red candle. The candle is lit, with a bright flame at the top. The background is dark, making the red of the glove and candle stand out. The text is overlaid on the image.

Unlike faceless pages, personal brands create emotional trust. People don't just follow your content. They follow your story, your mindset, your journey, your transformation, and the way you make them feel.

On Threads, raw text-first content consistently outperforms polished content because the platform rewards authenticity, conversation, and emotional relatability over aesthetics.

People follow creators who:

- Say what they're thinking
- Share lessons in real time
- Put feelings into words
- Make them feel seen
- Represent the person they want to become

That's why personal branding is so powerful.

You are no longer just creating content. You are building connection, trust, authority, and influence around your identity.

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WHY YOU SHOULD START A PERSONAL BRAND

INSPIRING AND EMPOWERING
WOMEN

CREATING A LIKE-MINDED,
SUPPORTIVE COMMUNITY

RUNNING A BUSINESS THAT'S
98% AUTOMATED

ENJOYING THE FREEDOM TO
WORK FROM ANYWHERE

GENERATING MULTIPLE STREAMS
OF PASSIVE INCOME

BUILDING A DIGITAL ASSET YOU
CAN SCALE TO 6 FIGURES

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WHY YOU SHOULD START A PERSONAL BRAND

1

Growing an audience

A personal brand is the fastest way to grow an audience because you become the niche.

2

Create a loyal community

Connect with people who share your interests, and relate to YOU, not just your content.

3

Build authority

Your thoughts, experiences, and perspectives become your advantage.

4

Digital Asset

You can monetize through digital products, coaching, affiliate marketing, brand deals, memberships, or services.

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THREADS IS PERFECT FOR PERSONAL BRANDING

- Organic reach is still high: Threads rewards consistency and conversations more than follower count.
- Text content performs fast: You don't need expensive equipment, editing, or perfect visuals to grow.
- People crave authenticity: Raw thoughts and relatable experiences outperform polished "influencer" content.
- Faster audience connection: People can instantly understand your personality through your writing style and opinions.
- Easier to build authority: By sharing lessons, insights, experiences, and perspectives consistently, you naturally position yourself as someone worth listening to.
- You can grow without being an expert: People connect more to honest journeys than fake perfection.

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WHAT IS A PERSONAL BRAND?

A personal brand is an online identity built around your thoughts, experiences, values, personality, lifestyle, skills, and transformation.

Instead of hiding behind niches, YOU become the brand.



What Makes a Quote Page?

Focused Theme

Covers a single topic like wealth mindset, fitness, or motivation.

Audience-Centered

Content is created to inspire, educate, or entertain your followers.

Consistent Branding

Maintains a uniform tone, style, and aesthetic for a cohesive look.

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WHAT MAKES A STRONG PERSONAL BRAND?

01 Authentic Perspective

People should instantly understand who you are, what you talk about, what you stand for, who your content is for. You don't need to be unique. You need to communicate familiar feelings in a powerful way.

02 Emotional Relatability

The best creators make people feel understood, not impressed. Your content should consistently reinforce similar themes, beliefs, struggles, desires, and values.

03 Transformation

People follow creators who are becoming something: Building a business, healing emotionally, becoming confident, getting disciplined, and improving financially. Your growth becomes the story people invest in.





HOW VIRALITY ACTUALLY HAPPENS

Virality happens when your content expresses something people already feel but haven't been able to articulate themselves.

People share posts because they emotionally identify with them.

Examples:

- "This is exactly what I needed."
- "This feels like my life."
- "She put my feelings into words."

When someone reposts your content, they're not promoting you. They're expressing themselves through your words.

That is the psychology behind viral content.

People trust creators who share real experiences, show emotional honesty, teach from lived experience, Document growth openly, and feel human and relatable.

A personal brand creates that Emotional connection, Familiarity, Credibility, Authority, Loyalty. People stop seeing you as "just a creator." They begin seeing you as Someone they relate to, learn from, aspire to become, and someone they trust.

And trust is what converts followers into customers.

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CHAPTER 2

BECOMING THE NICHE



STOP TRYING TO “PICK A NICHE”

Most creators fail on Threads because they try too hard to fit themselves into one category. But the biggest creators on Threads are not successful because they picked one perfect niche. They're successful because they became the niche.

People don't follow them for one topic. They follow them for their perspective, their energy, their story, their lifestyle, their mindset, and identity.

Your niche is not “motivation” or “self-improvement.”

Your niche is the way YOU experience motivation and your personal transformation. Your struggles, your beliefs, your healing, your ambition, your lessons, your standards, and your way of seeing the world.

That is what makes people emotionally attach to your content.

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YOUR LIFE BECOMES THE CONTENT

You do not need 10 different niches. You need one clear identity, one consistent message, one emotional experience people associate with you.

Your content can include mindset, healing, business, confidence, discipline, relationships, faith, fitness, lifestyle, ambition, as long as all of it connects back to YOU and your transformation.

You are building a personality people recognize, a mindset people trust, a lifestyle people admire, a voice people emotionally remember.

Your audience should understand your energy before they even read your username.

That happens through repeated messaging, consistent emotional themes, clear beliefs, vulnerability, and storytelling.



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HOW TO POSITION YOURSELF ONLINE

ASK YOURSELF:

What do I naturally think deeply about?

What lessons has life forced me to learn?

What kind of person am I becoming?

What struggles do I understand emotionally?

What transformation am I living through?

What conversations do people come to me for?

What type of people naturally relate to me?



HOW TO CHOOSE A PROFITABLE AUDIENCE

A profitable audience has three qualities:

Feels misunderstood

These audiences don't just want motivation; they want validation. Examples like women outgrowing their environment, people healing from toxic relationships, first-gen wealth builders, and burnt-out high achievers go viral very early on and sell quickly.

Already spends money

Avoid niches that love inspiration but hate investing. Find a niche with people who buy courses, coaching, ebooks, and templates. They must follow problem solving creators, not just meme pages, and they ask "how" questions, not just "relatable" comments

Their pain in ongoing

Temporary pain doesn't sell long-term. Breakups heal, Career confusion evolves, and Identity shifts take years. Your niche should be something people live with, not grow out of in a week.

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YOUR PERSONAL BRAND SHOULD FEEL LIKE A MOVEMENT

Do not build a brand around trends. Trends bring temporary attention. Identity builds loyal audiences. And loyal audiences are what create influence, trust, community, sales, long-term income, and a lasting personal brand

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A still life composition featuring a lit red candle in a glass holder, a book, roses, and keys. The scene is set against a dark background, with the candle providing a warm, ambient light. The text is overlaid on the upper portion of the image.

CHAPTER 3

PROFILE OPTIMISATION & PAGE POSITIONING

Your profile is your digital first impression. Before someone reads your posts, engages with your content, or decides whether they trust you, they subconsciously study your profile. Within seconds, people form assumptions about who you are, what you represent, and whether your content is worth emotionally investing in. This is why profile optimisation matters so much on Threads.

Most creators think growth comes purely from content. But content attracts attention while positioning converts attention into followers. You can create the best posts in the world, but if your profile feels confusing, forgettable, or emotionally disconnected, people will scroll away without following. Your profile should immediately answer one question in your audience's mind: "Why should I care about this person?"

A strong personal brand feels intentional. Every part of your page should communicate identity, energy, and emotional clarity. Your username, profile picture, bio, writing style, and messaging should all feel aligned. The goal is not to appear perfect or aesthetic. The goal is to feel recognizable.

The biggest creators on Threads are not necessarily the smartest or most talented people. They are simply memorable. Their audience instantly understands their personality, values, and emotional world. People know what kind of content to expect before even opening their posts. That familiarity creates trust, and trust is what turns strangers into loyal followers.

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UNDERSTANDING YOUR IDEAL CLIENT

The foundation of attracting your ideal clients starts with a clear vision of who they are. A customer avatar is a detailed representation of your ideal client, encompassing their demographics, psychographics, behaviours, and challenges. Making your client avatar will act like a guide to aligning your page and communication with the needs of those who are most likely to benefit from what you offer.

Begin by outlining the basic characteristics of your ideal client, including age, gender, location, education and income level. This helps you understand your market, target your efforts more effectively and tailor your messaging to their specific stage and lifestyle.

The dive deeper into your ideal client's personality, values, interests, and lifestyle choices. This helps you connect with them on a more emotional level, shaping your brands content to resonate with their motivations, aspirations, and pain points. This allows you to frame content that speaks directly to their core beliefs.

A crucial part of defining your client avatar is understanding their struggles and frustrations.

What problems are they trying to solve? What keeps them up at night? By identifying these pain points, you can position your product or service as the ideal solution, addressing their needs with empathy and precision. This creates a stronger connection and a higher likelihood of attracting and retaining your ideal client.

Understanding how your ideal client makes purchasing decisions is key to optimizing your sales process. Are they driven by price, quality, or convenience? Do they rely on recommendations, or are they influenced by reviews and testimonials? Mapping out their buying journey allows you to guide them smoothly from awareness to decision.



EXERCISE: Defining your page

My vision and mission is:

Create a detailed profile of your ideal client, including demographics, psychographics, pain points, and goals.

Define your ideal client's challenges, desires, and preferences and ask yourself how can you best serve them.

CHOOSE YOUR USERNAME

Your username is the foundation of your online identity. It is one of the first things people notice about you, which means it should feel simple, clean, and easy to remember. You don't need to sound clever or highly professional.



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CHOOSE YOUR USERNAME

A strong username should feel human.

It should sound like a real person, not a content factory. Avoid usernames filled with random numbers, extra underscores, or overused marketing words. Usernames like “mindsetqueen247” or “digitalbossdaily” immediately feel generic because they sound like accounts created for algorithms instead of real connection. Personal branding works because people emotionally connect to humans, not faceless internet pages pretending to be businesses.

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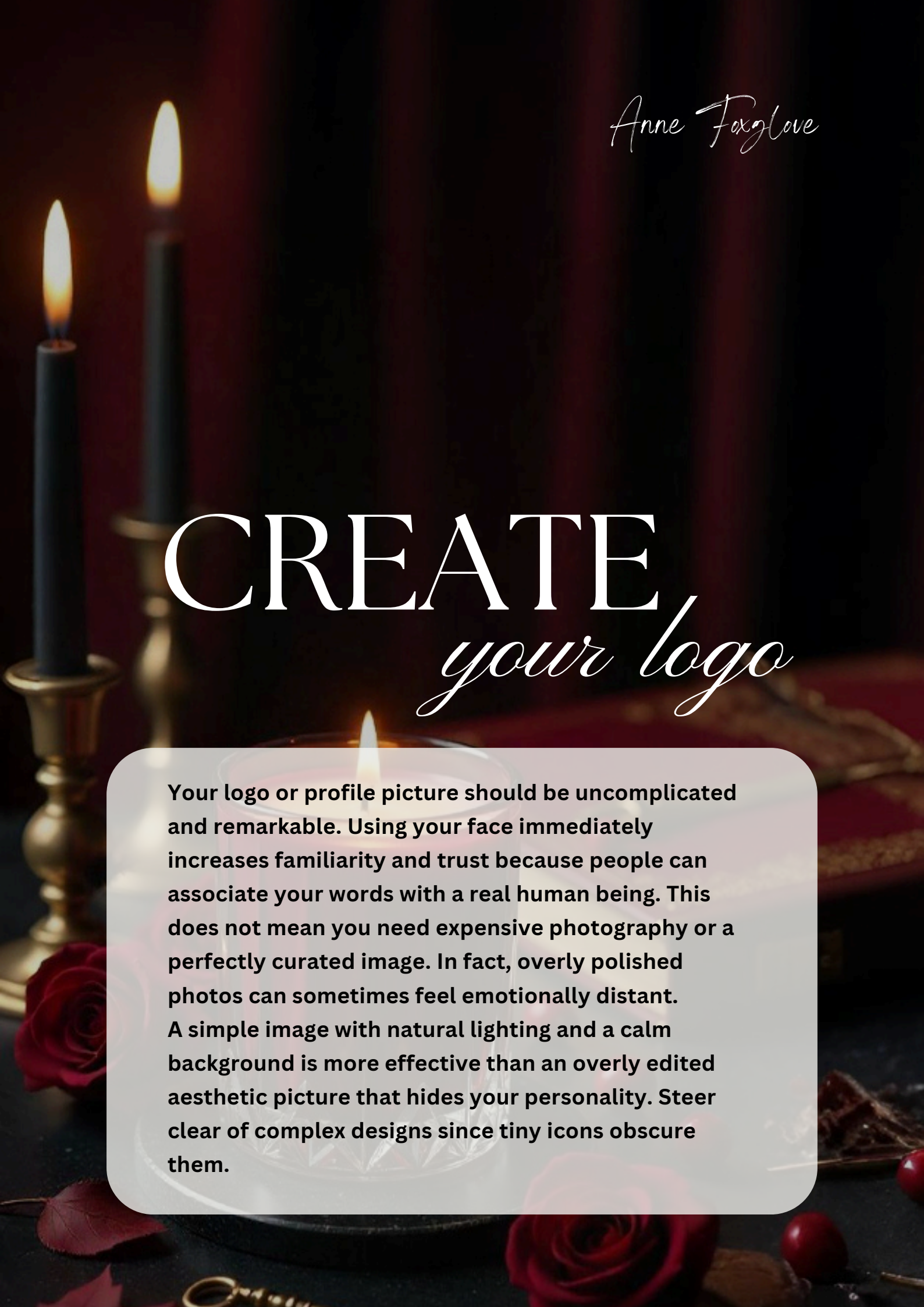


CHOOSE YOUR USERNAME

The most effective usernames are identity-driven.

They create emotional curiosity while remaining easy to search and remember. Usernames such as “becomingmaria,” “liftwithrebecca,” or “createdbyaliya” work well because they feel personal and emotionally grounded. They sound like people you want to hear from, not accounts trying to sell you something.

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CREATE *your logo*

Your logo or profile picture should be uncomplicated and remarkable. Using your face immediately increases familiarity and trust because people can associate your words with a real human being. This does not mean you need expensive photography or a perfectly curated image. In fact, overly polished photos can sometimes feel emotionally distant. A simple image with natural lighting and a calm background is more effective than an overly edited aesthetic picture that hides your personality. Steer clear of complex designs since tiny icons obscure them.

CRAFTING YOUR BIO

Your bio is the most important ingredient for transitioning someone from a viewer to a follower.

Your bio is not supposed to be a diary entry. It is a positioning tool. Its purpose is to instantly communicate who you are, who your content is for, and why someone should follow you.

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THE PERFECT BIO

Most people waste their bios describing random personality traits or writing vague motivational phrases that say nothing meaningful.

Your first line should establish your identity and the overall world your content exists in. Instead of broad labels like “motivational creator,” communicate transformation or emotional positioning. Phrases like “Becoming the woman I needed” or “Documenting my journey to freedom” instantly create emotional depth because they tell a story rather than a category.

The second line should make your audience feel seen. It should speak directly to a specific emotional experience. Instead of saying “Helping people grow,” you could position yourself as “Helping ambitious women rebuild confidence.” This creates emotional specificity, which builds stronger audience attachment.

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THE PERFECT BIO

The third line is where trust begins to develop. Many creators think social proof only means follower count or money, but transformation itself can also build authority. If you are a beginner, you do not need fake achievements to appear credible. Sharing that you are building your life, healing, escaping survival mode, or documenting your self-growth journey can feel more authentic than forced success metrics.

The final line should guide people toward the next step. Most creators forget that followers often need direction. A simple call to action like “Start your glow-up journey below,” or “Read my free guide ↓” gives your audience clarity about what to do next. This small detail increases trust because your profile feels intentional rather than random.

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CHAPTER 4

VIRAL CONTENT ESSENTIALS



EFFECTIVE MARKET RESEARCH

Viral content is one that gets shared A LOT – The more shares, the wider the reach. It triggers emotions by inspiring, entertaining, or educating in a powerful way. No matter what platform you’re on, viral content is always the one that sparks conversations, gets engagement, and spreads fast.

If you’re serious about growing a successful brand, you CANNOT skip market research and viral content strategies. And the #1 reason most pages fail is because they post blindly without understanding what actually works.

The secret to a thriving page is to know your audience by researching what resonates with them, analyze viral content. Study what’s already working and replicate the strategy.

Most people make the mistake of searching for

viral content on the same platform they’re posting on. This leads to repetitive, uninspired posts that blend in with everything else.

If you want to stand out, you need to think differently. Look for viral content on Instagram! – It’s packed with high-performing content that has already gone viral; Pinterest & Twitter (X) – Both platforms offer fresh, engaging ideas that can be adapted for Threads, and Reddit & Quora – Find trending discussions and turn them into shareable quotes.

HOW TO DO YOUR MARKET RESEARCH

STEP 1 LOOK FOR TEN PAGES WITH 100,000 OR MORE FOLLOWERS ON INSTAGRAM IN YOUR NICHE.

STEP 2 VIEW THEIR TEN MOST POPULAR POSTS. SORT POSTS BY REPLIES, REPOSTS, AND NOT VIEWS OR LIKES

STEP 3 THE TEN VIRAL POSTS SHOULD BE SAVED IN AN INSTAGRAM COLLECTION CALLED "VIRAL POSTS."

STEP 4 REPEAT THIS WITH TEN OR MORE QUOTATION PAGES IN YOUR NICHE.

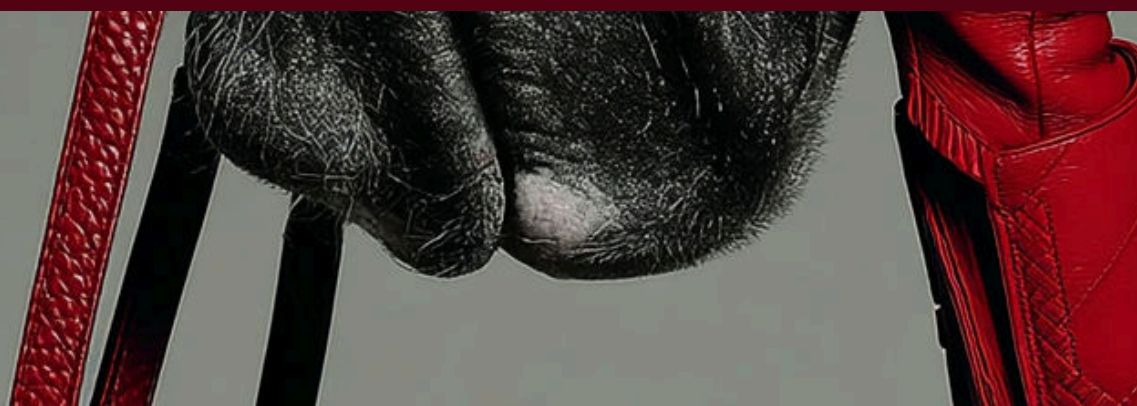
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By now you will have gained access to 100 pieces of virally proven content by the end of this. But make sure the pages you look into have actual followers because some people purchase fake ones. Verify whether their follower count corresponds with their likes and comments. A page most likely purchased followers if, for instance, it has 50,000 followers but only receives 100 likes on each post. Don't use these accounts.

Just a reminder: Don't reuse someone else's exact work or copy it verbatim else Threads will suspend your account.



VIRAL FORMATS

01 Short Bullet Points

The human brain naturally prefers information that feels easy to process. When people see short lines separated clearly, their brain immediately assumes the content will require little effort to consume, which dramatically increases retention.

02 Aesthetic Pictures

This format sells a feeling, not information. It uses visual cues to communicate identity, lifestyle, and aspiration without over-explaining. By allowing the audience to project themselves into the image, it builds desire, emotional connection, and quiet trust.

03 Follower Growth

This format speaks directly to a specific type of person, making the right audience feel seen and invited. Instead of attracting everyone, it filters for alignment, which strengthens loyalty, engagement, and community-driven growth.



VIRAL FORMATS

03 Open Ended Questions

One of the most underrated growth strategies on is asking open-ended questions. People love expressing opinions and sharing experiences. Open-ended questions create engagement by inviting people into your world.

04 Person Journal

Learn to use the platform like a personal journal rather than a performance stage. The creators who grow the fastest are usually the ones willing to openly document their thoughts, emotions, lessons, struggles, observations, and transformations in real time.

05 Controversy

Controversial questions can also drive extremely high engagement because people feel emotionally compelled to respond. Topics involving dating standards, fitness myths, masculinity, femininity, and discipline spark discussion quickly.



SHORT BULLET POINTS

Short-form writing creates rhythm. Each line builds anticipation for the next one, which keeps people reading longer. The more time someone spends on your post, the more likely the algorithm is to push it further. But beyond algorithms, this format also feels emotionally powerful because concise writing forces clarity.

Instead of overexplaining your point, you say exactly what needs to be said in the shortest possible way. Strong personal brands do not ramble. They communicate emotions and ideas with precision. A short sentence that perfectly captures someone's inner thoughts will always outperform a long paragraph full of unnecessary detail.

SHORT BULLET POINTS EXAMPLES:

1. FUTURE SELF/ VISION

POV: It's 2027! ✨

You have:

- ✨ A fully paid house
- ✨ Your dream car
- ✨ \$400k in savings
- ✨ Multiple sources of income
- ✨ Freedom to travel

✨ 2026 MOOD ✨

Circle: Small

Wealth: Growing

Skin: Glowing

Moves: Silent

Life: Peaceful

2026 GOALS:

- ✨ Accepted
- ✨ Hired
- ✨ Approved
- ✨ Promoted

SHORT BULLET POINTS EXAMPLES:

2. IDENTITY BASED

A woman who:

- 🌹 Listens more
- 🌹 Reacts less
- 🌹 Romantisises her life
- 🌹 Chooses softness
- 🌹 Leads with warmth

ALWAYS WINS 🏆

The version of me I'm becoming:

- 🌸 Emotionally regulated
- 🌸 Financially disciplined
- 🌸 Spiritually grounded

WOMEN WHO:

- ✨ Go on solo dates
- ✨ Romanticise their life in book stores
- ✨ Hope for a better future

I hope you find my account 💕💕

SHORT BULLET POINTS EXAMPLES:

3. AUTHORITATIVE

REAL TALK: Life is too short.

- ✦✦ Book that flight
- ✦✦ Apply for that job
- ✦✦ Start that business
- ✦✦ Stop limiting yourself

Surround yourself with women who:

- 🌸 Understand you
- 🌸 Celebrate your wins
- 🌸 Help you grow
- 🌸 Hold you accountable

WOMAN TO WOMAN:

Your real competition is:

- Your bad habits
- Your distractions
- Your insecurities
- Your fear
- Your ego
- Your procrastination
- Your lack of discipline

SHORT BULLET POINTS EXAMPLES:

4. Mindset Shifts

5 Powerful Mindset Shifts for 2026:

1. Progress > Perfection
2. Abundance > Scarcity
3. Gratitude > Complains
4. Confidence > Comparison
5. Solutions > Problems

BOSS GIRL NON-NEGOTIABLES ✨

- ✨ Drink plenty of water
- ✨ Move your body
- ✨ Practice gratitude
- ✨ Do your skincare
- ✨ Track your macros

The small habits she's doing to be unstoppable:

- Waking up early
- Staying hydrated
- Being intentional
- Moving her body
- Hustling her way to financial independence

SHORT BULLET POINTS EXAMPLES:

5. SELF WORTH & BOUNDARIES

TO THE WOMAN READING THIS

Stop settling for:

- Mixed signals
- Bare minimum effort

YOU DESERVE:

- 🌸 Emotional safety
- 🌸 Consistent effort
- 🌸 Mutual respect

THIS FEB YOU DESERVE:

- ✨ Soft love
- ✨ Genuine support
- ✨ Money flowing easily
- ✨ Peace without cost

SHORT BULLET POINTS EXAMPLES:

6. AFFIRMATIONS

TO THE WOMAN READING THIS:

- ✦ Opportunities are arising
- ✦ Abundance is receiving
- ✦ Wealth is coming your way

Claim it 💕

DAILY AFFIRMATIONS:

- ✦ I am powerful
- ✦ I am determined
- ✦ I am creating my unbreakable legacy

FEBRUARY AFFIRMATION:

Money is coming
A new car is coming
A new home is coming

SIMPLY USE ANY VIRAL QUOTE FROM YOUR MARKET RESEARCH, GO TO CHAT GPT AND USE THIS PROMPT:
“ Break this quote down into the viral short bullet format for threads and give me 5 versions of it”

AESTHETIC PICTURES

Another format that performs extremely well is aesthetic image content. While Threads is primarily a text-first platform, visuals still play a major role in emotional branding. The purpose of aesthetic content is not simply to look attractive. It is to communicate a feeling, identity, or lifestyle without needing excessive explanation.

People are naturally drawn toward content that reflects who they want to become. A soft feminine image paired with emotionally resonant text creates a completely different emotional experience than plain text alone. Images allow followers to project themselves into a lifestyle, mindset, or identity. This creates aspiration, which is one of the strongest psychological drivers behind social media growth.

Your visuals should reinforce the emotional world of your brand. Whether your content feels healing, ambitious, disciplined, luxurious, emotionally deep, or motivational, your images should subtly support that energy.

Anne Foxglove

AESTHETIC PICTURES

About 80% of your Threads posts should be written, but I also advise adding 20% of eye-catching images that are relevant to your subject.

Threads = 80% Written / 20% aesthetic or personal images

I firmly believe that content should be planned and prepared in advance. This keeps you prepared to maintain a schedule and post frequently. The easier it is to operate an automated firm, the more we investigate and set up systems early on.

Let's start looking for visually appealing images.

My favourite site for aesthetic photos is Pinterest!

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Moodboard

VISUAL BRANDING

This is exactly how you're going to get a collection of viral aesthetic photos using the following steps:.

Step 1: Create a main Pinterest board called "Aesthetic Photos."

Step 2: Inside it, make 5 folders based on colour tones.

Step 3: Search Pinterest for photos in each colour category and save them to their folder.

Colour Tones To Browse:



What do to search on Pinterest?

"dark aesthetic rich girl energy"

"brown espresso car luxury aesthetic"

"white soft life aesthetic luxury"

"neutral beige luxury aesthetic"

Experiment with keywords to find the best fit for your niche!

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Anne Foxglove

Moodboard

VISUAL BRANDING

DO NOT USE blurry, zoomed-out photos or photos that are too bright or too dark. Instead, use clear, high-quality photos that match the same color tone and are not clustered

To frame your photo posts, use five images with the same colour scheme, start and finish with a powerful image or quotation and DONT make the sentence longer than one or two lines.

Imagery & Elements

THIS YEAR I'M BECOMING THE WOMAN OF MY DREAMS ❤️



REPEAT AFTER ME: THE WOMAN I'M BECOMING IS UNSTOPPABLE ✨



AESTHETIC PICTURES EXAMPLES:

Morning coffee and a having a home with a garden full of flowers 🌸

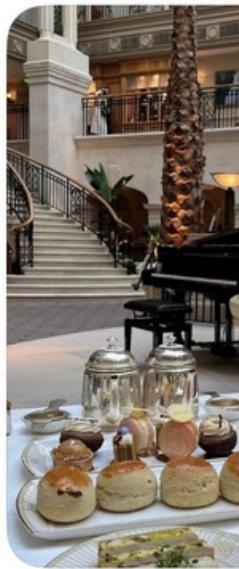


Who else is in their self care era? 🌸

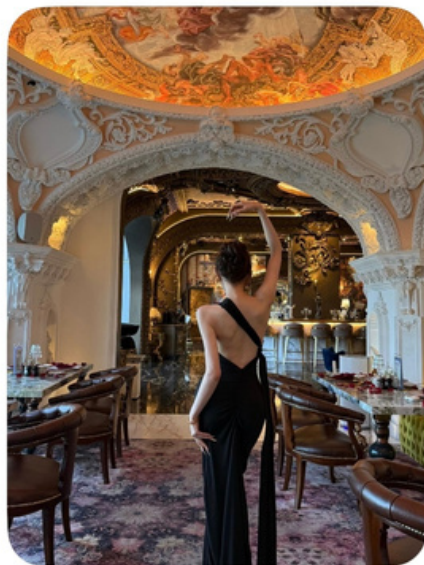


AESTHETIC PICTURES EXAMPLES:

The girls who feel rich before they are rich,
are the ones who get RICH



POV: 2026 is my winning year ✨





FOLLOWER GROWTH POSTS

This strategy helps you gain 20-500 Followers Daily! For the first two weeks, your follower growth might be slow, but consistency will change everything. Viral content gets shares, but this method brings real followers!



TARGETED
CONTENT

Create posts that directly attract your ideal audience.

CALLING
OUT

Post 3 “calling out” posts per day —morning, afternoon, and night (when your audience is most active).

JOURNEY
UPDATES

Share personal milestones, e.g., “I just woke up to 200 new followers today!”

FOLLOWER GROWTH POST EXAMPLES:

1. Targeted Content

DEAR THREADS,
Please connect me with kind women that
cheer for one another!
Let's connect 🎀

DEAR GIRLIES,
Drop your threads accounts! Let's help each
other grow! 💕

Dear Threads: Please connect me with
motivated women working hard to build their
dream life.
Let's connect 💕

WOMEN WHO ARE INTO:

- 🌹 God
- 🌹 Goals
- 🌹 Sisterhood
- 🌹 Success

I hope you find my account 💕

FOLLOWER GROWTH POST EXAMPLES:

2. Calling Out Posts

Calling all micro creators + girls' girls 🤝
Let's follow each other, actually support each other, and stop gatekeeping growth ✨

Calling all girlies who love matcha 🍵, cats 🐱, and books 📚—let's be mutuals and romanticize life together! ✨😊

Calling all the girlies in their wealthy girl era ✨



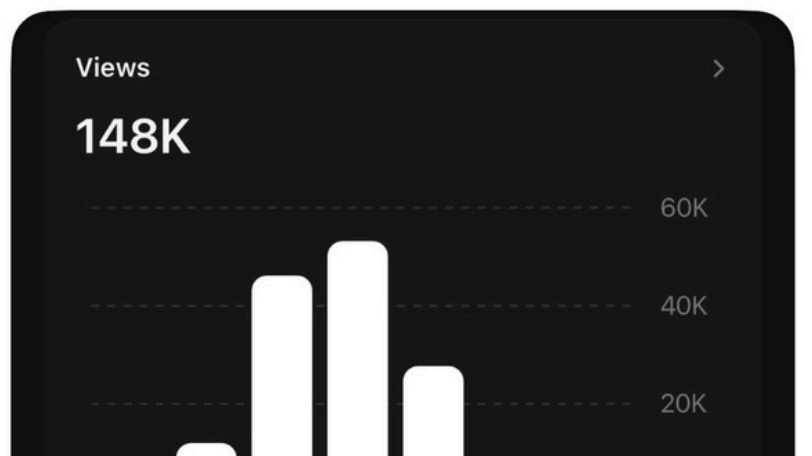
FOLLOWER GROWTH POST EXAMPLES:

3. Journey Updates

THANK YOU THREADS GIRLIES FOR MY
FIRST 28 Followers 🥺🌸
Couldn't be more grateful 🤍

I started threads 3 days ago...
Today I have:
🌟 179 Followers
🌟 120k views
🌟 An amazing community
I appreciate you so much 💕💕

DAY 6 of starting threads!
I CANT BELIEVE I'VE ALMOST HIT 150K
VIEWS ARE YOU KIDDING ME! 😭💕💕



OPEN ENDED QUESTIONS



Threads is not just a content platform. It is a conversation platform. Invite your audience into your thought process instead of simply broadcasting information at them. This makes your content feel interactive and human rather than performative.

The best questions usually come from real thoughts you are already having. Questions about relationships, ambition, discipline, femininity, masculinity, healing, confidence, fitness, or emotional struggles often generate strong engagement because people naturally have opinions and experiences connected to these topics.




Anne Foxglove

OPEN ENDED QUESTION EXAMPLES:

 **liftwithanne** 21h 

My boyfriend is Egyptian. Any tips?


 129  363   36

 **liftwithanne** 5d 




GYM GIRLIES I NEED YOU...



How do you deal with body dysmorphia when you're bulking? 😭

 47  27  

 **liftwithanne** 22h 





Do magnesium supplements really help with stress and cortisol?

 355  84  15  19

 **liftwithanne** 3d 

Gym girlies...

When you're not motivated, how do you get yourself to hit the gym?

 271  311  16  2



5. PERSONAL JOURNAL

The creators who grow the fastest on Threads are often the ones who stop treating content like a performance and start treating it like a personal journal.

Instead of constantly trying to sound motivational or impressive, start paying attention to your real thoughts throughout the day. The conversations that affected you emotionally, the mindset shifts you experienced, the anxiety you felt before taking a risk, or the lessons you learned during difficult moments can all become meaningful content.

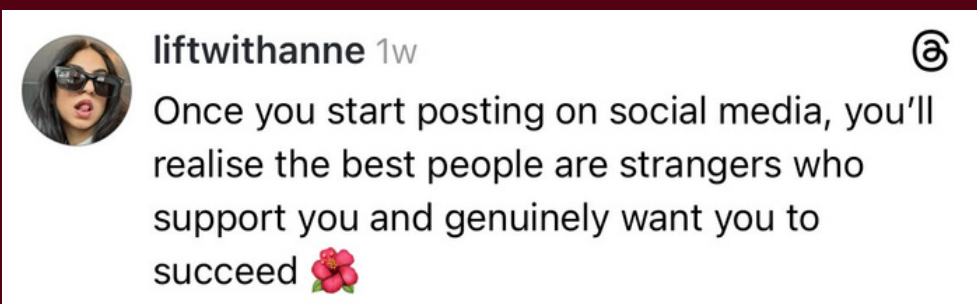
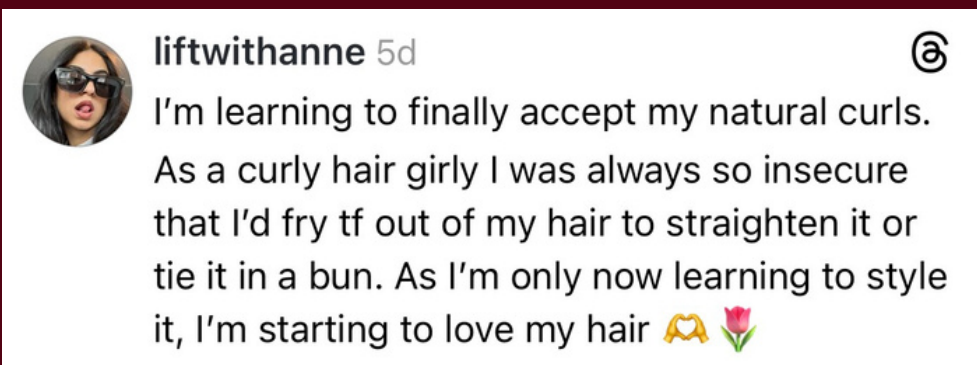
The most relatable posts are often the simplest ones because they reflect emotions people secretly experience themselves.

When people read your content and think, “I thought I was the only one who felt this way,” they become emotionally attached to your brand.

Your audience does not need perfection from you. They need honesty, relatability, and emotional truth.

Anne Foxglove

PERSONAL JOURNAL EXAMPLES:



PERSONAL JOURNAL EXAMPLES:



liftwithanne 22h



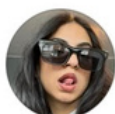
Does anyone else feel like their family sees them as a disappointment and you have this urge to be so great you prove them wrong?



liftwithanne 5d



When someone says "girls only go to the gym to hit legs" as an insult, I find it so disrespectful. As if men don't make upper body their entire personality. Like everything a woman does or likes suddenly turns into an insult, it's disgusting. 1/2



liftwithanne 3d



Sometimes all it takes is the right man to walk into your life to get rid of the insecurities and fall in love with yourself 🌸

6. CONTROVERSY

Humans are naturally drawn toward conflict, debate, strong opinions, and emotionally charged conversations. When a post challenges someone's beliefs or worldview, they feel psychologically compelled to engage.

This is why controversial topics often receive higher comments, reposts, and visibility.

Discussions around relationships, dating standards, gender roles, discipline, fitness myths, social expectations, modern culture, or self-improvement tend to perform especially well because people already have strong emotional opinions connected to these subjects.

However, controversy should be used strategically, not recklessly.

Many creators become addicted to attention and start posting inflammatory opinions simply to increase engagement. While this may create temporary virality, it can also damage your long-term brand and attract audiences built on negativity rather than genuine connection.

Anne Foxglove

6. CONTROVERSY

The wrong type of controversy brings followers who enjoy arguments more than growth. This creates an audience that engages with conflict instead of emotionally resonating with your message.

Understand the difference between thought-provoking content and attention-seeking content. Good controversy sparks conversation, reflection, and emotional discussion. Bad controversy creates chaos, hate, and misalignment with your brand identity.

Your goal is not to become the loudest person online. Your goal is to create meaningful emotional engagement with the right audience.

Anne Foxglove

PERSONAL JOURNAL EXAMPLES:

 **annefoxglove** 30/03/26 

Birth rates: declining
Governments: panicking
Men: complaining
Women: 1/2



 21.9K  2.7K  2K  257

 **annefoxglove** 30/03/26 

Someone said "Marriage is just a system to ensure even the poorest man can have access to an unpaid maid"
And that stuck with me.

 617  67  71  15



KEY TIPS

Using a good hook with curiosity always takes the cake. Example: “I hit 58k views from a post nobody expected to work.”

Posts with personal stories get 70% more followers, and posts with images are 300% more likely to go viral than text-only posts.

Controversial statements are more likely to get engagement

WHAT NOT TO DO (kills your reach silently)

Avoid:

- Hashtags (unnecessary on Threads)
- Over-explaining the quote
- Motivational clichés
- Posting for likes instead of resonance
- Chasing trends outside your niche

Anne Foxglove

A dark horse with a flowing mane is shown in profile, facing right. The horse is set against a dark red background. The lighting highlights the texture of the horse's coat and the movement of its mane.

CHAPTER 5

BUILDING A LOYAL COMMUNITY



HOW TO BUILD A COMMUNITY

Threads is not just a posting app. It's an active engagement platform. Simply sharing content won't get you the visibility you need. The more you interact with others, the more your content gets pushed out to a wider audience. A quote page that gets replies, sparks conversation, feels emotionally familiar will always outperform a page that only posts "pretty quotes".

Avoid Getting Restricted: Avoid actions that resemble bot behavior (e.g., mass liking or commenting in a short time). Space out your engagement. Don't like 100 posts in a row. Be genuine and intentional with your interactions to maintain organic growth.

If you're not engaging, no other strategy will work.

HOW TO BUILD A COMMUNITY

Interact with Your Target Audience

01

Start by following pages that align with your niche and ideal audience. Instead of dropping generic comments or emojis, focus on meaningful interactions by leaving motivating, relatable, or thought-provoking comments.

Conversation-Driven Comments & Posts

02

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Reply on Your Own Posts

03

When people engage with your content, respond to each comment, which in turn increases visibility and tells the algorithm your post is worth pushing out. The more engagement you create, the more reach you get!

Leverage Larger Accounts

04

Engaging with big accounts in your niche helps you get noticed by their audience. Be early in the comment section; top comments attract the most eyes. The more you participate, the higher the chances of your content spreading.

ENGAGEMENT EXAMPLES

Instead of:

“In our healing era”

“Strong women don’t complain.”

“Stop chasing people who don’t choose you.”

“Trust the process.”

Say this:

If you are healing alone when no ones there to hold you, know that you are not alone. God’s with you.

I used to think I had to stay strong all the time. Anyone else learning this the hard way?

What was the moment you realised you were chasing someone who wasn’t choosing you?

Trusting the process is hard when you’re tired, broke, and unsure if it’s even working.

FINDING THE RIGHT AUDIENCE

THIS IS THE MOST IMPORTANT PART OF THIS BOOK. Growth means nothing if your audience is misaligned. This is one of the biggest reasons creators burn out, feel stuck, and assume monetisation “doesn’t work.” I made this mistake myself.

What Is a High-Quality Audience?

A high-quality audience is defined by purchasing power, mindset, and intent. They have disposable income, are familiar with paying for digital products, value convenience, education, see spending as investment, and are already consuming similar content and offers. This audience may grow slower, but it sustains you long-term.

What Is a Low-Quality Audience?

A low-quality audience is not “bad people.” It is simply an audience misaligned with your offer. Audiences from countries like India, Pakistan, Iran, and Bangladesh fall into this category for monetisation purposes because of economic reality.

They DONT HAVE the purchasing power and have lower average disposable income. Their currency value makes USD/GBP products expensive and they have cultural resistance to paying for digital content. They are known for High engagement, low conversion behaviour. Because these countries have huge populations, it is very easy to go viral with them. And that’s where the trap is.

When you go viral primarily with a low-purchasing-power audience, your likes increase, your comments explode, and your follower count jumps, but sales stay flat, DMs are full of “free value” requests, no one buys, you start posting more to try harder, and eventually burnout.



Anne Foxglove

Anne Foxglove

THE COST OF THE WRONG AUDIENCE



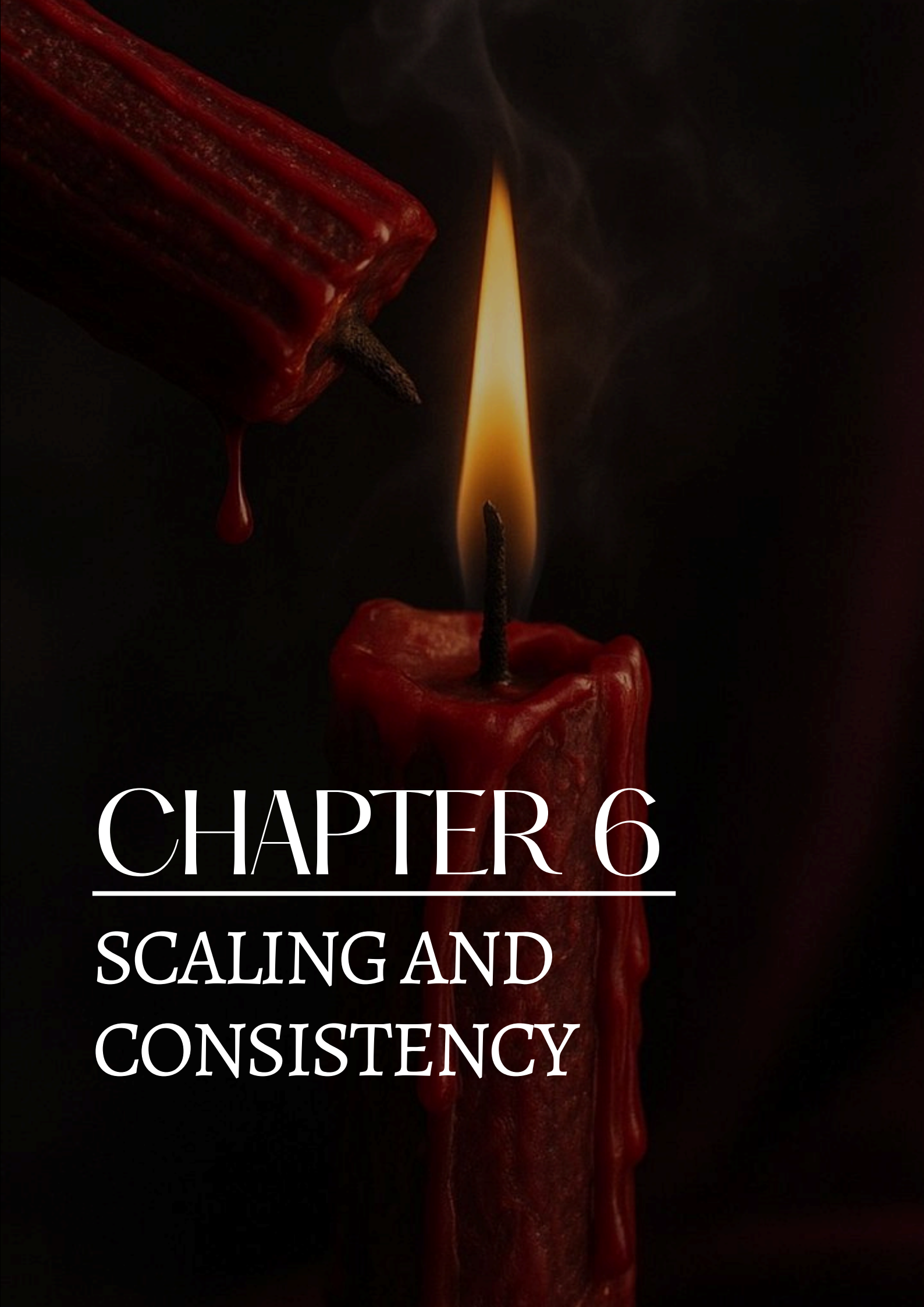
A misaligned audience will drain your energy, devalue your work, make you doubt your strategy, push you into over-posting and kill motivation. You end up creating for attention, not income.

To Avoid Attracting a Low-Quality Audience, be stern with your positioning.

Speak in the Language of Buyers by using references, goals, and lifestyles that assume investing money is normal, growth costs something, discipline is expected.

Free-seekers don't resonate with this. NEVER follow or engage with audiences from these countries. It will cost you big time.

TRY TO MINIMISE ANY FORM OF ENGAGEMENT FOR
THESE TYPE OF AUDIENCES



CHAPTER 6

SCALING AND CONSISTENCY

SCALING WITHOUT OBSESSION

At this stage, your page has traction. You're posting consistently, engaging intentionally, and seeing growth. Now the goal is sustainable scaling. This module teaches you how to grow without destroying your nervous system, your creativity, or your account.



When you watch your page hour by hour, you overreact to dips and change strategies too fast. That's how momentum dies. To scale safely, track growth weekly, not hourly. Judge performance by saves, replies, profile visits, instead of likes or views and focus on patterns, not individual posts.

If a quote format performs well, post it again 2 weeks later by rewording and reframing it.

Treat Your Page Like an Asset.

Your quote page is A media asset, a distribution channel, and a sales pipeline. Don't use it as a diary to process emotions publicly.

Anne Foxglove



AVOIDING SHADOWBANS

Threads is sensitive to spam-like behaviour, especially for quote pages.

Avoid:

- Posting the same structure repeatedly in a short time
- Copy-pasting identical quotes across multiple accounts
- Overusing hashtags
- Rapid follow/unfollow cycles
- Engagement pods or spam comments
- Linking out aggressively in every post

Instead:

- Give each page a slightly different voice
- Rotate formats throughout the week
- Vary posting times
- Let each page grow at its own pace
- Keep branding distinct, even within the same niche

Anne Foxglove

PREVENTING ACCOUNT SUSPENSION

Platforms are extremely sensitive to content that looks misleading, spam-like, or financially deceptive. If your account gets flagged, reach can drop instantly, or your profile can be restricted or removed.

Avoid “Get-Rich-Quick” Language: Never make exaggerated income claims or promises. Statements that sound like guarantees or overnight success triggers algorithmic review because they resemble scam patterns. Instead of dramatic claims, speak from documented experience. Frame results as personal case studies, not promises.

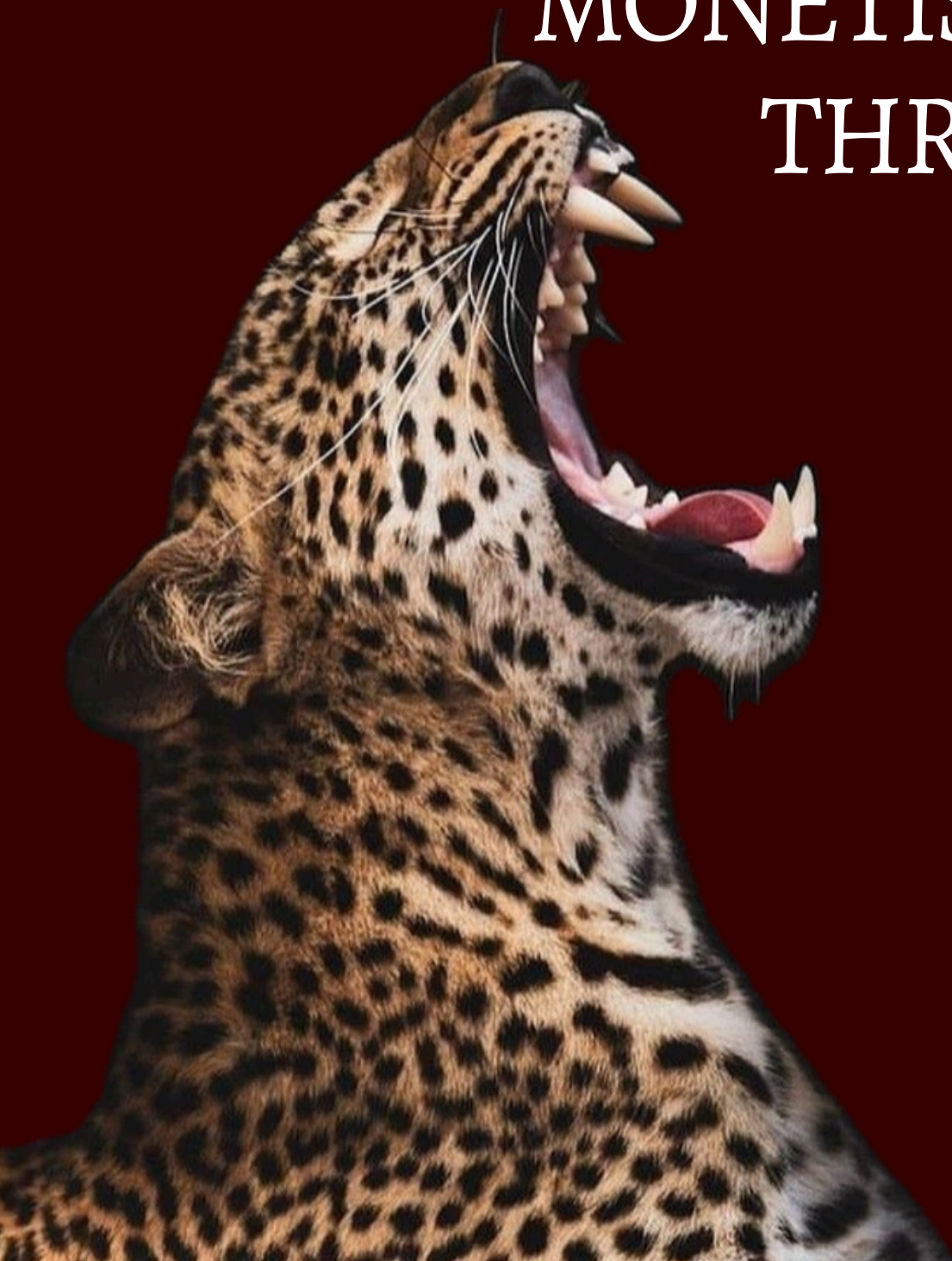
Do not post payment dashboards or earnings graphs. Posting Stripe screenshots, payment dashboards, or revenue graphs is one of the fastest ways to get flagged.

Even if your earnings are real, systems cannot verify them instantly, so they may suppress or restrict your content. Share less sensitive proof instead, such as screenshots of sales made, notifications, and emails about what you’ve earned.

Avoid phrases commonly linked to fraudulent content, such as “guaranteed income”, “make money in a month”, “no work needed”, and “secret loophole”. Even joking use can reduce reach.

CHAPTER 7

MONETISE ON THREADS



MONETISE ON THREADS

1

Digital Products

Sell your own digital product that your target audience will adore like an eBook, guide, Notion template, etc.

2

Affiliate Products

You can resell a high-converting digital course and earn commissions per sale (up to 85%).

3

Threads Bonus

Threads may offer you the opportunity to earn money based on your post views. This is an invite-only programme.

4

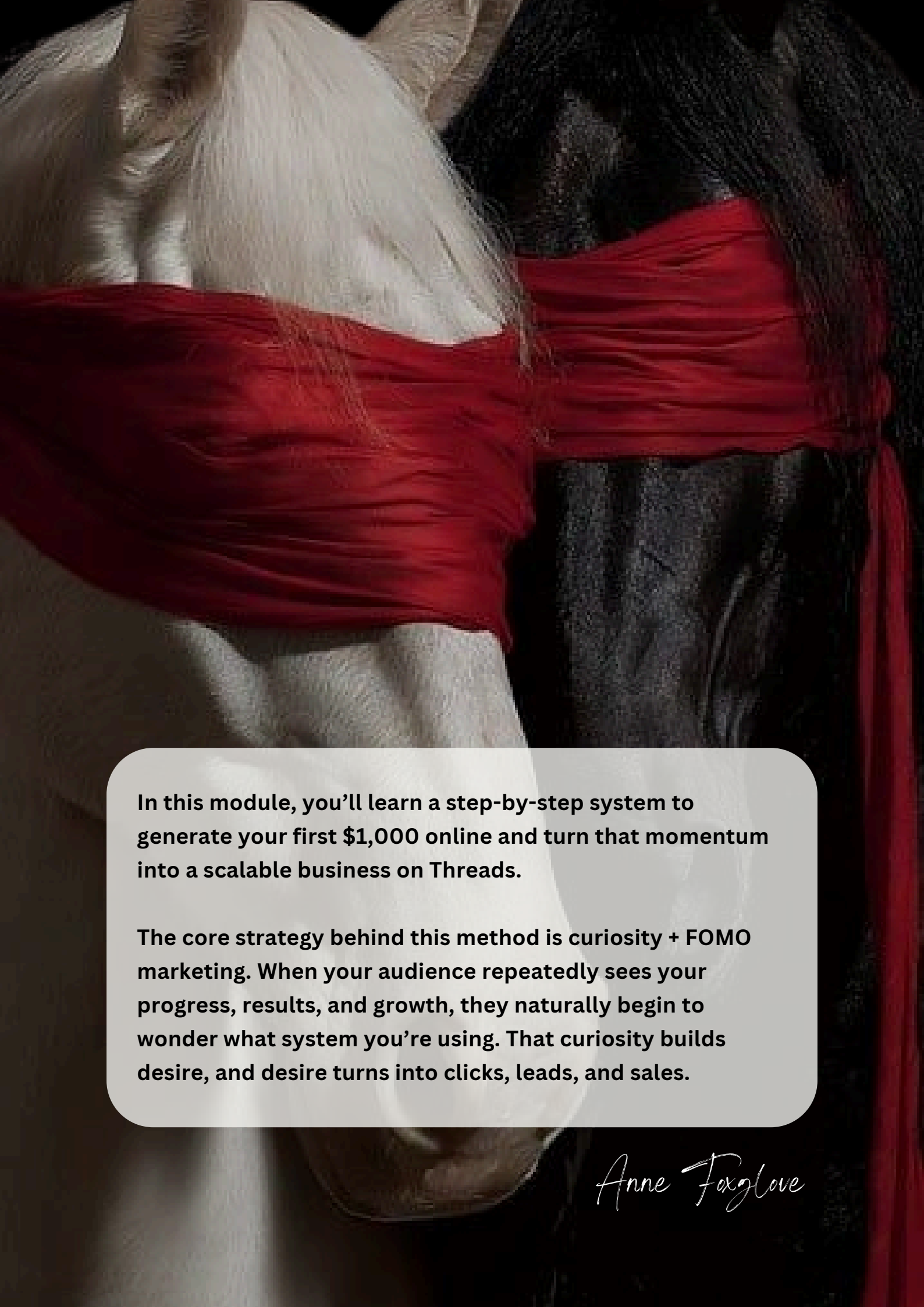
Sell the Page

Once you grow the page to a substantial amount of followers, you have a digital asset that you can sell.

Anne Foxglove



Anne Foxglove



In this module, you'll learn a step-by-step system to generate your first \$1,000 online and turn that momentum into a scalable business on Threads.

The core strategy behind this method is curiosity + FOMO marketing. When your audience repeatedly sees your progress, results, and growth, they naturally begin to wonder what system you're using. That curiosity builds desire, and desire turns into clicks, leads, and sales.

Anne Foxglove

Anne Foxglove

Create a DIGITAL STORE

BEACONS, OR STANSTORE?

If you're new to digital marketing and don't have a store yet, here are three popular platforms you can use to sell your products:

- ✓ Beacons is beginner-friendly and has a free plan available, but it takes a certain percentage of commissions from your sales. It also lacks strong funnels or automation tools.
- ✓ Stanstore on the other hand has a monthly fee, but you earn 100% of your sales. It has higher conversion potential for offers.



SET UP YOUR STORE AND START SELLING:

[CLICK HERE TO SET UP
WITH STANSTORE](#)

[CLICK HERE TO SET UP
WITH BEACONS](#)



HOW IT WORKS

Congrats! By investing in yourself, you now earn 80% commission for reselling this guide. Anyone who buys from you can also resell it for the same commission.

Here's how it works: You get 80% affiliate commissions for selling The Ultimate Threads Guide, and details on exactly how you are going to market this is also provided so you will be making sales in no time.

IMPORTANT: You can only resell this guide on Beacons. Make sure to set up your affiliate link correctly in your digital store.

The **ONLY** time you'll use the 80% affiliate link is to set up the product in your digital store.

The **ONLY** link you should ever share is the directly one from your Beacons. Never share your personal affiliate link with anyone. If you do, the sale won't be tracked to you, and you won't get paid.

And selling this on any other platform will not be taken lightly.

Prices, commission rates and structure may change at any time and will be communicated via mail at the discretion of the original creator.



Anne Foxglove

Anne Foxglove

BEACONS SETUP

[CLICK HERE TO WATCH BEACONS AFFILIATE TUTORIAL](#)

Start the video at 02:20 and watch until the end. The first part does not apply to you, so be sure to skip to 2:20 before watching.

1. Log in to Beacons.
2. Click "New Product"
3. Select "External Link" (Do not select any other product type).
4. Paste your Beacons affiliate link.
5. Click "Add" to finalize it. Then you should receive the affiliate link for the product that you CAN share with people. Save this link.
6. Go to "Link in Bio".
7. Select the store block where you want to add the product.
8. Enter the following details:
Description: Everything you need to know to start, grow, and make money with a quote page.

I'M
ROOTING
FOR
YOU!!!

**YOUR BEACONS AFFILIATE LINK:
DO NOT SHARE THIS LINK WITH ANYONE**

[CLICK HERE](#)

EXACT STEPS TO MAKE YOUR FIRST INCOME

STEP 1

STEP 2

STEP 3

STEP 4

STEP 1: SET UP YOUR ECOSYSTEM

- Once you've created your account, your first goal is to position yourself inside your niche community.
- Daily actions:
 - Follow 10–15 accounts in your niche per day
 - Like and leave thoughtful comments on their posts
 - Engage with people on your feed.
 - This trains the algorithm to understand who you are and who your content is for. Do this from day



Anne Foxglove

EXACT STEPS TO MAKE **YOUR FIRST INCOME**

STEP 1

STEP 2

STEP 3

STEP 4

STEP 2: VOLUME POSTING STRATEGY

- Now you begin posting using the viral structures, formats, and research from previous modules.
- Posting rules:
 - Aim for 20-30 posts per day minimum
 - Quantity increases visibility opportunities
 - Think of posting like a lucky draw: you don't control which post goes viral, but you do control how many tickets you enter.
- Post your progress every single day. Example:
 - "I know I don't have followers or an audience yet, but I'm excited to use threads as a manifestation journal."
 - "Thank you for my very first 20 followers. I love this little community."
 - "Day 10 of starting threads and I can't believe I hit 30k views! THIS IS INSANE!"



Even tiny results matter, such as gaining 5 followers. Posting early progress builds authenticity and makes your audience feel like they're watching your journey unfold in real time.

EXACT STEPS TO MAKE YOUR FIRST INCOME

STEP 1

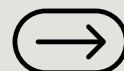
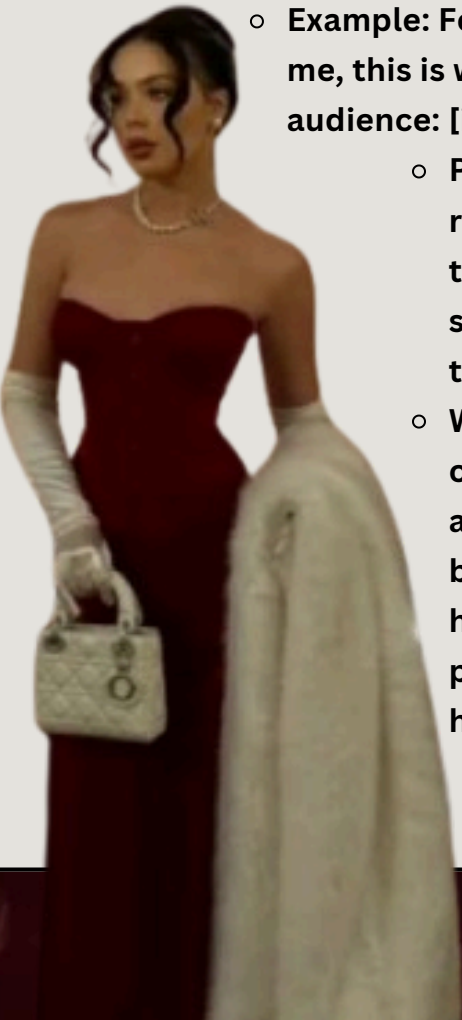
STEP 2

STEP 3

STEP 4

STEP 3: LAUNCH YOUR OFFER

- Once you reach roughly 300 followers and 150K total views, you're ready to introduce your product. At this stage, people will already be asking how you grew so quickly. That means demand has started forming organically.
- Launch method:
 - Whenever you post a growth update, comment under your own post mentioning your system.
 - Example: For those who want the same results as me, this is what I used to learn to reach the right audience: [insert the affiliate link]
 - Post at least 3 value posts per day related to your offer. Example: "For those who are feeling stuck and struggling to grow their threads, this is the exact system I used: [insert link]"
 - When asked how you grew in the comments, reply saying: "Hey! I appreciate you asking. I followed a step-by-step system that showed me exactly how to position posts and reach more people quickly. Here's the link to it. I hope it helps you as much as it did me."



EXACT STEPS TO MAKE YOUR FIRST INCOME

STEP 1

STEP 2

STEP 3

STEP 4

STEP 4: LEVERAGE PROOF TO SCALE SALES

- Once leads start coming in, document them. Post lead screenshots, milestones, sales updates, and emotional reactions. Every lead is proof, and every sale is authority.
- This builds social proof, which is one of the strongest psychological triggers for buying. When people see others purchasing from you, they trust you faster.
- **EXAMPLE:**
 - “I JUST MADE MY VERY FIRST SALE! I seriously cannot believe my eyes. Thank you so much to everyone who's been supporting me.”
 - Woke up to two new sales this morning! This is proof that if you keep going with the right systems in place, everything works out.”
 - “I've made \$400 this week! I'm so glad I took that step and trusted my instincts.”



Critical Rule (Non-Negotiable)

Never post results you haven't achieved. Never fake proof. Fake results destroy trust, damage reputations, and collapse businesses in the long term. Real growth may feel slower, but it builds a foundation that actually scales.

OTHER WAYS TO MONETISE

Anne Foxglove



THREADS BONUS

As your Threads page grows in popularity and engagement, you could get invited to Threads' exclusive Bonus Program, where you get paid just for your post views.

This program isn't open to everyone – but if you stay consistent with your content, Threads might send you an exclusive invite to join. Once invited, you'll earn cash rewards based on your engagement and view milestones.

SELL THE PAGE

Once your Threads page hits 50K, 100K+ followers, it becomes a digital asset you can sell. And because it's faceless and niche-based (not built on your personal brand), buyers can easily take it over and continue running it like a business.

HOW MUCH CAN YOU SELL IT FOR?

50K FOLLOWERS:
\$500 – \$1,500

100K FOLLOWERS:
\$2,000 – \$5,000

250K+ FOLLOWERS:
\$7,000 AND ABOVE

HOW TO SELL YOUR PAGE:

You can sell your page through various websites like Fameswap.com, SocialTradia.com, PlayerUp.com, IG account flipping, Telegram/Discord groups, or your own Threads story or post (you might already have buyers watching)

Handle the transaction safely. To avoid getting scammed, use Fameswap Escrow or PayPal Goods & Services for buyer protection. Only transfer the account once full payment is received and make sure both parties confirm the sale terms in writing (DM or email)



EMAIL SUPPORT

If you have any questions about the guide or the process, the best way to reach me is via email. I'll get back to you as soon as possible!

Email: annefoxglove@gmail.com

I'm here to support you and will do my best to respond within 24 hours (though sometimes it may take up to 48 hours). Just to let you know, I don't answer emails from Friday to Sunday.

Please include the full name you purchased under in the subject line so I can prioritize paid customers.

Anne Foxglove

I am Rooting
FOR YOU



~ Anne Foxglove