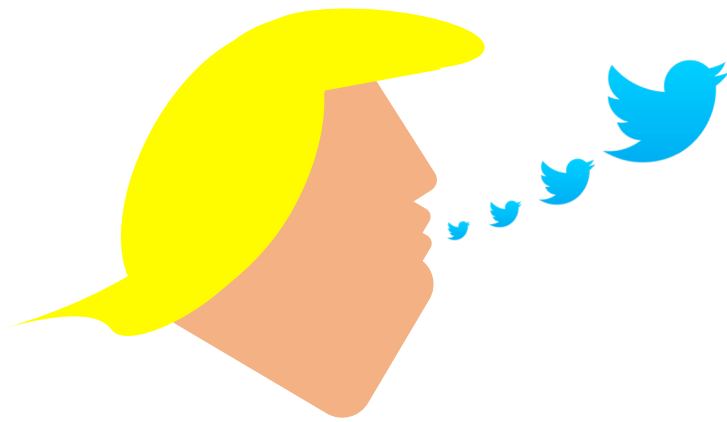


# The Best Words



A Guide to Effective Tweeting,  
The Trump Way

By Scott Milano & *Tanj*  
*Experts in Language & Brand*



Many people have said I'm the world's greatest writer of 140 character sentences.

*@realdonaldtrump*  
*1:50 PM - 21 Jul 2014*

# Clarity in Chaos

How does Trump drive his message on Twitter? And what makes his tweets uniquely 'Trump' tweets?

Whether you love him or hate him, we all can agree that President Trump is a master of crafting attention-grabbing tweets.

This guide explains how he does it by outlining tactics you can use (if you dare!) to write like Trump and have YUGE impact on Twitter.

Let's begin.

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# Getting Out the Message

Trump uses six basic tactics.  
Individually, or all at once.

- Attack
- Deny
- Distort
- Deflect
- Praise
- Promote

# ATTACK

## Trump's go-to move for incendiary tweets.

---



CNN'S slogan is CNN, THE MOST TRUSTED NAME IN NEWS. Everyone knows this is not true, that this could, in fact, be a fraud on the American Public. There are many outlets that are far more trusted than Fake News CNN. Their slogan should be CNN, THE LEAST TRUSTED NAME IN NEWS!

*5:21 AM - 9 Dec 2017*



Why would Kim Jong-un insult me by calling me "old," when I would NEVER call him "short and fat?" Oh well, I try so hard to be his friend - and maybe someday that will happen!

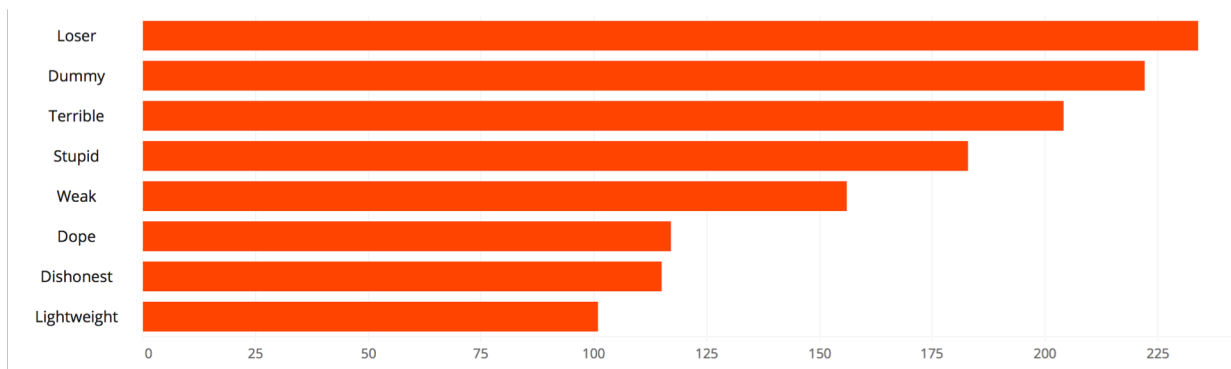
*4:48 PM - 11 Nov 2017*



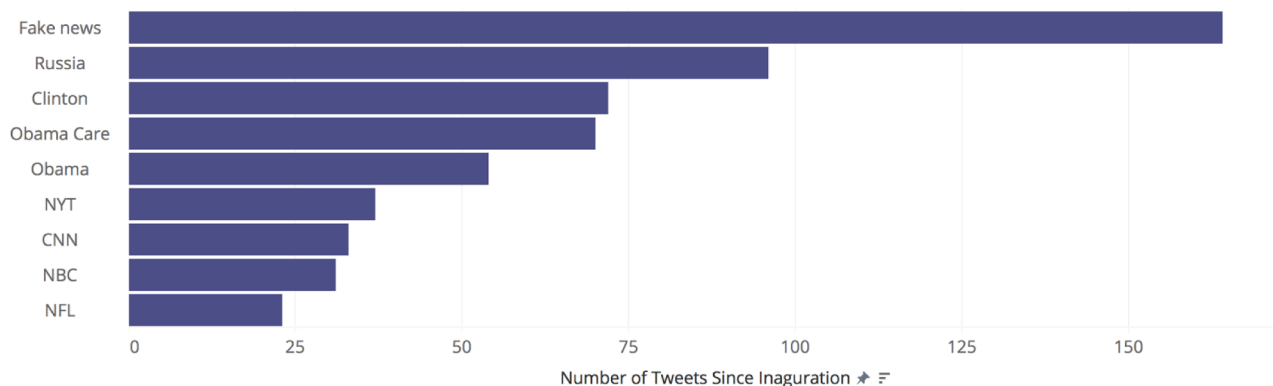
Michael Morell, the lightweight former Acting Director of C.I.A., and a man who has made serious bad calls, is a total Clinton flunky!

*7:09 PM - 7 Aug 2016*

# His top attack words since inauguration:



# His most-attacked subjects:



# DENY



## Trump's denials. Could be trivial or YUGE.

---



Despite thousands of hours wasted and many millions of dollars spent, the Democrats have been unable to show any collusion with Russia - so now they are moving on to the false accusations and fabricated stories of women who I don't know and/or have never met. FAKE NEWS!

*7:10 AM - 12 Dec 2017*



I never asked Comey to stop investigating Flynn. Just more Fake News covering another Comey lie!

*6:15 AM - 3 Dec 2017*



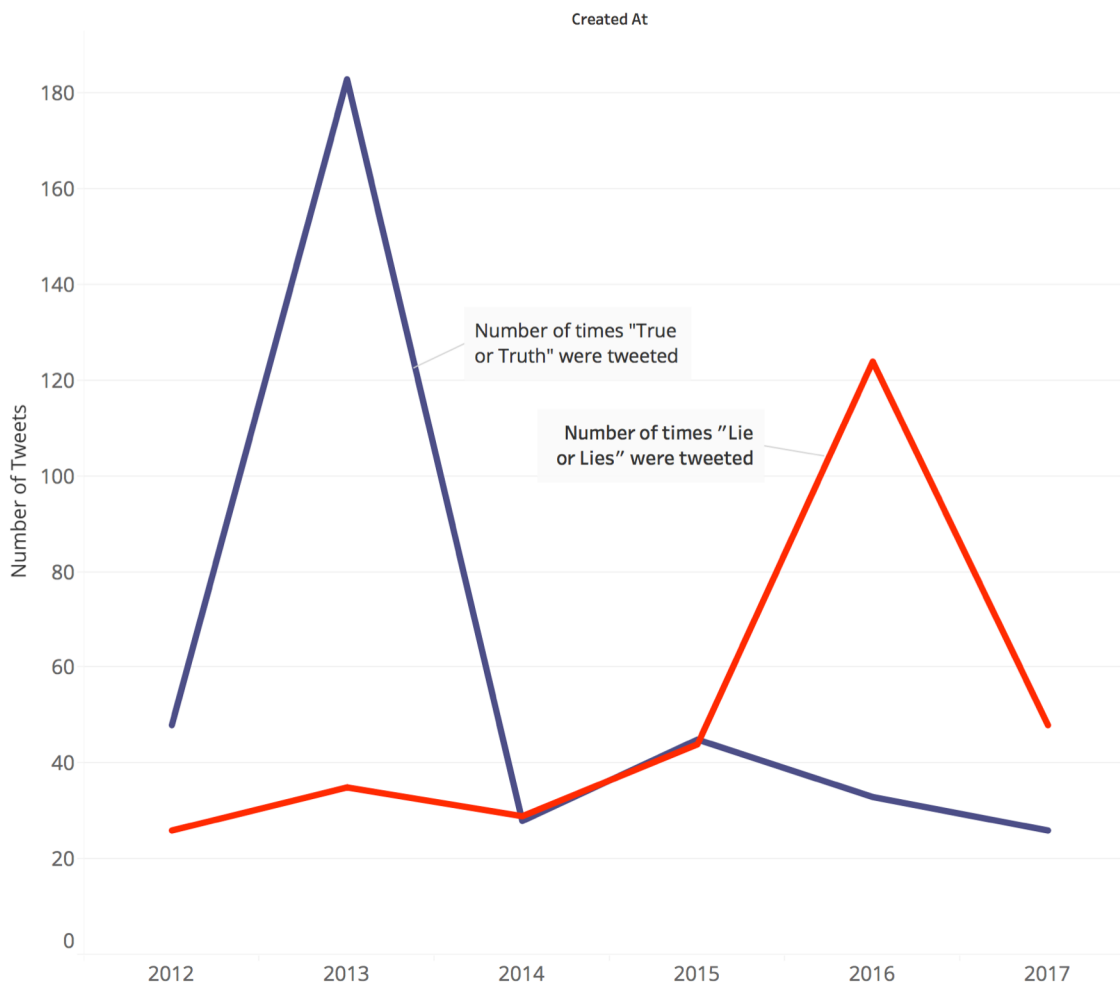
I don't know Putin, have no deals in Russia, and the haters are going crazy - yet Obama can make a deal with Iran, #1 in terror, no problem!

*7:11 AM - 7 Feb 2017*



# Trump touted truth. Then he began claiming lies.

*Use of the terms "True" or "Truth" and "Lie" or "Lies"*



# DISTORT

Trump's tweets bash fake news, or *are* fake news.

---



Another false story, this time in the Failing @nytimes, that I watch 4-8 hours of television a day - Wrong!

6:17 AM - 11 Dec 2017



When will all the haters and fools out there realize that having a good relationship with Russia is a good thing, not a bad thing. There always playing politics - bad for our country. I want to solve North Korea, Syria, Ukraine, terrorism, and Russia can greatly help!

7:18 PM - 11 Nov 2017

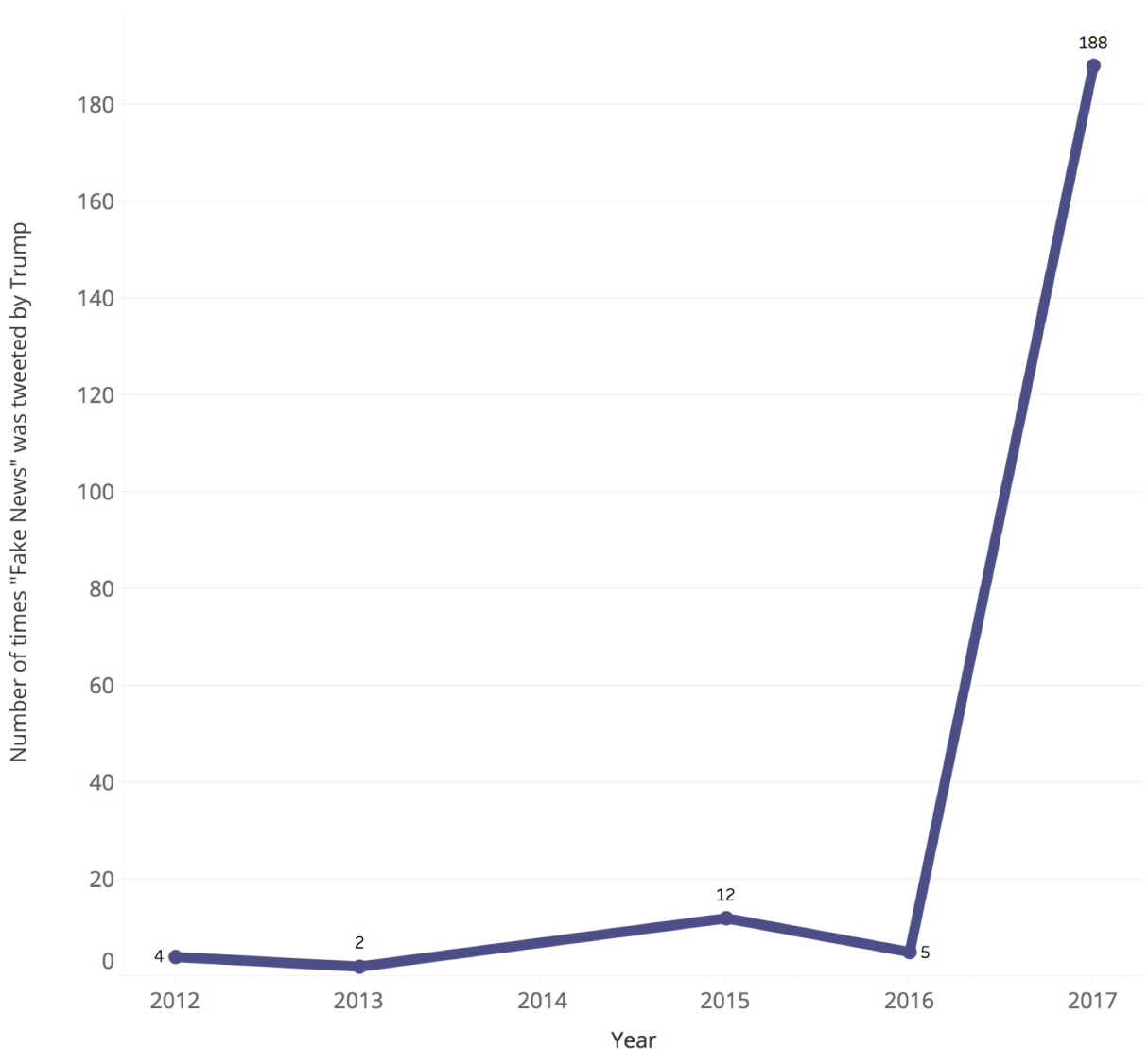


The concept of global warming was created by and for the Chinese in order to make U.S. manufacturing non-competitive.

2:15 PM - 6 Nov 2012

His use of the term “fake news” has skyrocketed.  
Epic distortion.

*“Fake News” tweets from 2012-2017*



# DEFLECT

Trump dodges,  
then he pivots.

---



.@Theresa\_May, don't focus on me, focus on the destructive Radical Islamic Terrorism that is taking place within the United Kingdom. We are doing just fine!

*5:02 PM - 29 Nov 2017*



...New Donna B book says she paid for and stole the Dem Primary. What about the deleted E-mails, Uranium, Podesta, the Server, plus, plus...

*7:03 AM - 3 Nov 2017*



Sorry, but this is years ago, before Paul Manafort was part of the Trump campaign. But why aren't Crooked Hillary & the Dems the focus?????

*7:25 AM - 30 Oct 2017*

# He deflects with phrases like "what about...?"

Trump Twitter Archive

17
what about

Export
Options
↓

- Nov 3, 2017 06:03:59 AM ...New Donna B book says she paid for and stole the Dem Primary. What about the deleted E-mails, Uranium, Podesta, the Server, plus, plus... [Twitter for iPhone] link
- Oct 21, 2017 03:06:00 PM Keep hearing about "tiny" amount of money spent on Facebook ads. What about the billions of dollars of Fake News on CNN, ABC, NBC & CBS? [Twitter for iPhone] link
- Sep 22, 2017 05:44:47 AM The Russia hoax continues, now it's ads on Facebook. What about the totally biased and dishonest Media coverage in favor of Crooked Hillary? [Twitter for iPhone] link
- Jul 22, 2017 06:47:53 AM ...What about all of the Clinton ties to Russia, including Podesta Company, Uranium deal, Russian Reset, big dollar speeches etc. [Twitter for iPhone] link
- Jun 27, 2017 07:47:17 AM So they caught Fake News CNN cold, but what about NBC, CBS & ABC? What about the failing @nytimes & @washingtonpost? They are all Fake News! [Twitter for iPhone] link
- Jun 27, 2017 05:33:42 AM Wow, CNN had to retract big story on "Russia," with 3 employees forced to resign. What about all the other phony stories they do? FAKE NEWS! [Twitter for iPhone] link
- Mar 20, 2017 08:14:49 AM What about all of the contact with the Clinton campaign and the Russians? Also, is it true that the DNC would not let the FBI in to look? [Twitter for iPhone] link
- Jul 6, 2015 08:25:00 PM "@thegre8 1: @SenTedCruz In addition to the criminals among the illegal aliens what about all the infectious diseases they brought to US" [Twitter for Android] link
- Jul 4, 2015 05:15:01 PM What about the undocumented immigrant with a record who killed the beautiful young women (in front of her father) in San Fran. Get smart! [Twitter for Android] link
- May 31, 2015 02:13:26 AM "@dmhar: @dariusrucker what about playing at @realDonaldTrump's in Florida. His golf course is amazing !" [Twitter for Android] link
- Nov 2, 2013 03:21:23 AM Millions losing healthcare plans despite President Obama's promise that this WOULD NOT HAPPEN! What about a massive protest march on D.C. [Twitter for Android] link
- Oct 8, 2013 03:36:47 PM The White House has just admitted Al Qaeda was involved in Benghazi http://t.co/nDVifOLM96 What about the video tape? [Twitter Web Client] link
- Sep 4, 2013 11:32:12 PM "@Sebast\_Valmont: @realDonaldTrump @MacMiller lmao.. What about his tattoos? Do you like those?" NO! [Twitter for Android] link
- May 25, 2013 05:41:33 PM "@teresaishebest: @itsjenwbitches @realDonaldTrump I love you. You are HILARIOUS. But what about @DannyZuker, he gets paid to be funny? [Twitter for Android] link
- May 1, 2013 07:08:02 PM @CraigSJ Why did they all sign confessions and how many people did they mugg that night in the Park? What about their criminal records? [Twitter for Android] link
- Mar 14, 2012 03:04:53 PM The @BarackObama administration now claims to have done "everything" to reduce gas prices http://t.co/idDXPZro What about Keystone? [Twitter for Android] link
- Mar 6, 2012 01:55:37 PM He @BarackObama is using the IRS to sabotage the Tea Party http://t.co/VN7sS4t What about the Occupy Wall Street groups? [Twitter Web Client] link

# PRAISE



## Trump tweets to cozy up to allies or enemies.

---



I have great confidence in King Salman and the Crown Prince of Saudi Arabia, they know exactly what they are doing....

*3:03 PM - 6 Nov 2017*



Congratulations to @FoxNews for being number one in inauguration ratings. They were many times higher than FAKE NEWS @CNN - public is smart!

*9:16 PM - 24 Jan 2017*

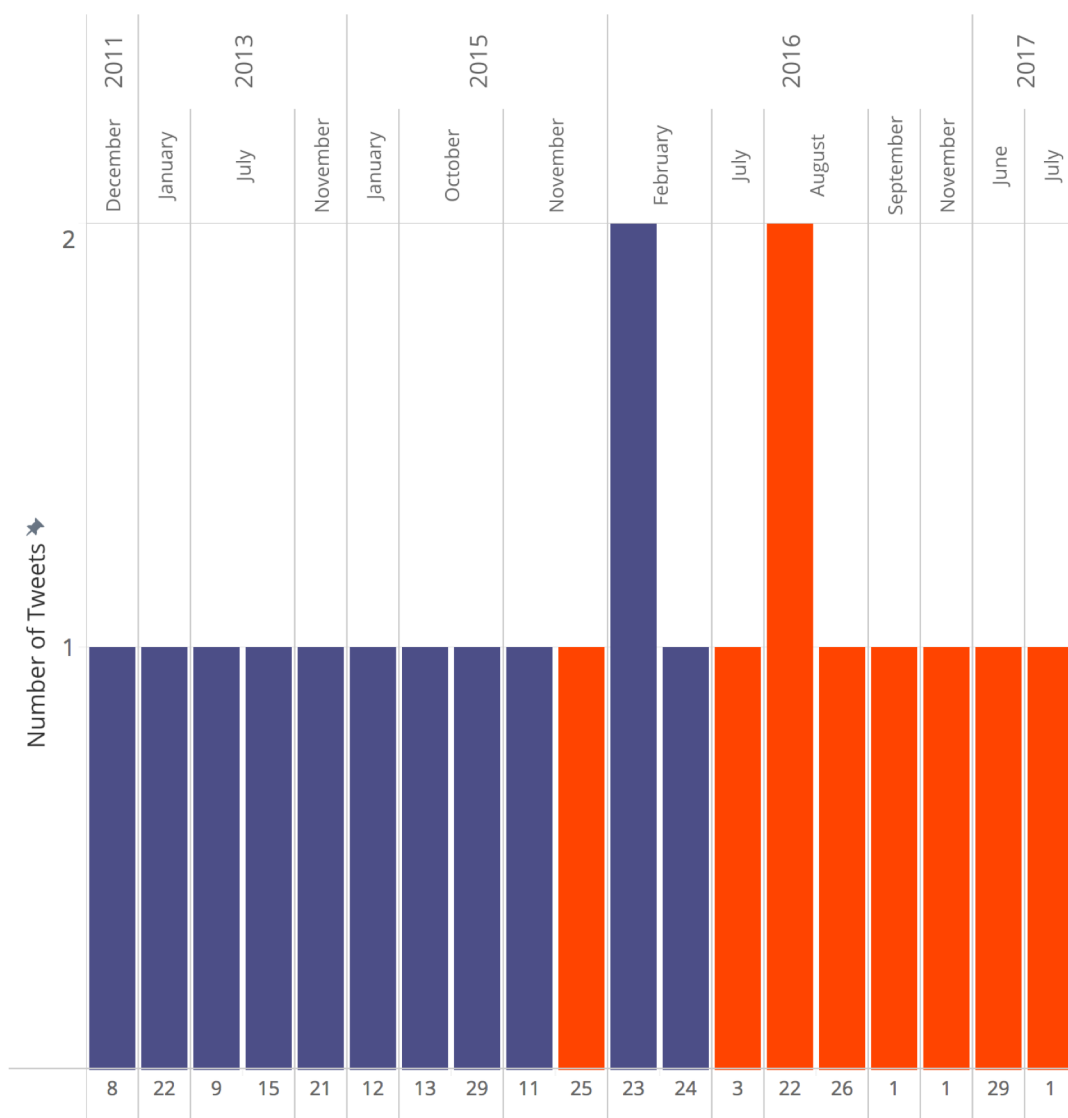


Great move on delay (by V. Putin) - I always knew he was very smart!

*11:41 AM - 30 Dec 2016*

# Trump praises during good times, then attacks during bad.

*Praises & Attacks on Mika Brzezinski from 2011-2017*



# PROMOTE



## Trump is a stone-cold promoter.

---



GREAT EVENING last night in Pensacola, Florida. Arena was packed to the rafters, the crowd was loud, loving and really smart. They definitely get what's going on. Thank you Pensacola!

*4:41 AM - 9 Dec 2017*



After Turkey call I will be heading over to Trump National Golf Club, Jupiter, to play golf (quickly) with Tiger Woods and Dustin Johnson. Then back to Mar-a-Lago for talks on bringing even more jobs and companies back to the USA!

*7:10 AM - 24 Nov 2017*



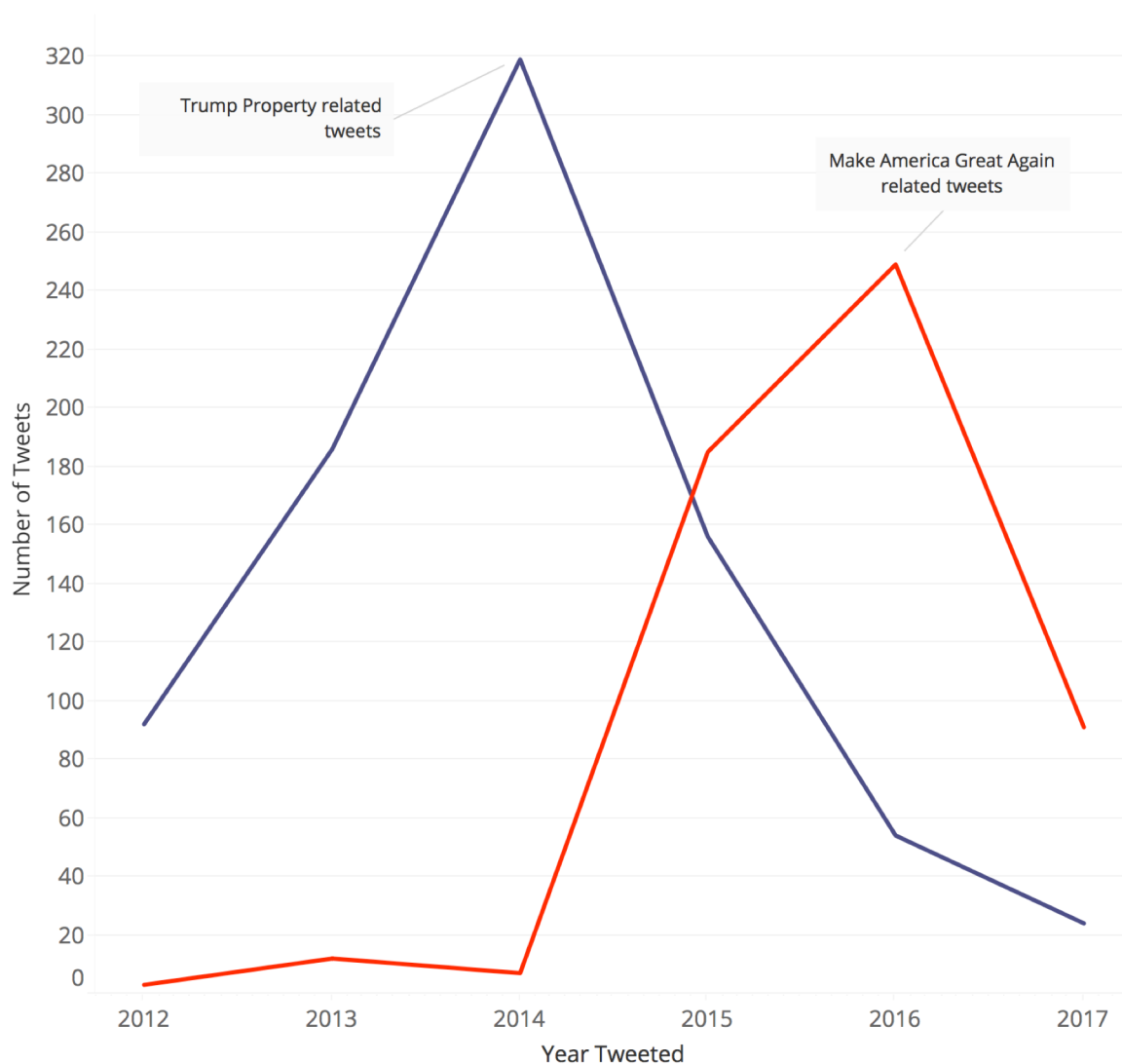
Happy #CincoDeMayo! The best taco bowls are made in Trump Tower Grill. I love Hispanics!

*1:57 PM - 5 May 2016*



# He advances his interests as they shift.

*Trump tweets promoting his properties vs. MAGA*



# Writing Like Trump

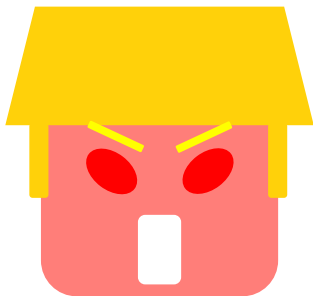
What makes a 'Trump' Tweet?

- Tone
- Subject
- Nicknames
- Style
  - Typos
  - Shorthand
  - Punctuation
  - Word Choice

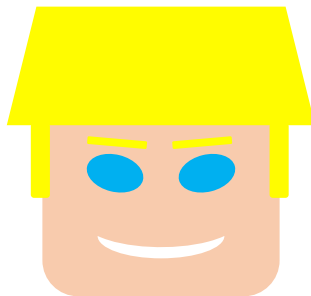
# TONE

Trump has three main modes.

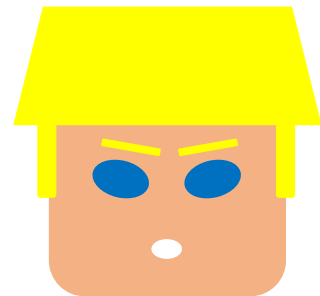
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Pissed Trump

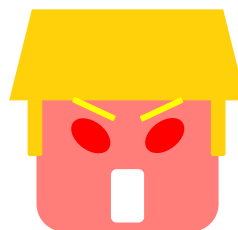


Happy Trump



Chill Trump

# PISSED TRUMP



## Trump. Furious.

---



Never seen such Republican ANGER & UNITY as I have concerning the lack of investigation on Clinton made Fake Dossier (now \$12,000,000?),.... ...the Uranium to Russia deal, the 33,000 plus deleted Emails, the Comey fix and so much more. Instead they look at phony Trump/Russia,.... ..."collusion," which doesn't exist. The Dems are using this terrible (and bad for our country) Witch Hunt for evil politics, but the R's... ...are now fighting back like never before. There is so much GUILT by Democrats/Clinton, and now the facts are pouring out. DO SOMETHING!

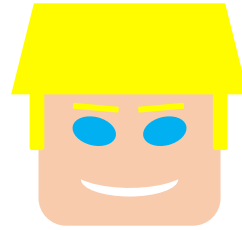
*Multi-tweet from 9:02 AM - 29 Oct 29 2017*



SEE YOU IN COURT, THE SECURITY OF OUR NATION IS AT STAKE!

*6:35 PM - 9 Feb 2017*

# HAPPY TRUMP



## Trump's lighter side.

---



Consumer Confidence is at an All-Time High, along with a Record High Stock Market. Unemployment is at a 17 year low. MAKE AMERICA GREAT AGAIN! Working to pass MASSIVE TAX CUTS (looking good).

*6:23 AM - 12 Dec 2017*



I am pleased to inform you that I have just granted a full Pardon to 85 year old American patriot Sheriff Joe Arpaio. He kept Arizona safe!

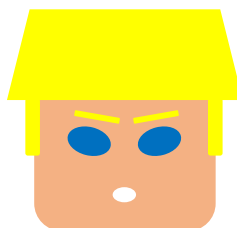
*10:00 PM - 25 Aug 2017*



Merry Christmas and a very, very, very , very Happy New Year to everyone!

*12:48 PM - 25 Dec 2016*

# CHILL TRUMP



Not Trump.  
Likely written by his staff.\*

---



No American should be separated from their loved ones because of preventable crime committed by those illegally in our country. Our cities should be Sanctuaries for Americans – not for criminal aliens!

*9:17 PM - 9 Dec 2017*



Great job First Lady Melania!

*8:50 PM - 2 Dec 2017*



.@foxandfriends, we are in record territory in all things having to do with our economy!

*6:32 AM - 29 Nov 2017*



Wow, even I didn't realize we did so much. Wish the Fake News would report! Thank you.

*6:25 PM - 25 Nov 2017*

# SUBJECT

Trump takes center stage.  
Always.

---



Throughout **my travels**, **I've** had the pleasure of sharing the good news from America. **I've** had the honor of sharing our vision for a free & open Indo-Pacific -- a place where sovereign & independent nations, w/diverse cultures & many different dreams, can all prosper side-by-side.

*4:32 AM - 10 Nov 2017*



The U.S., **under my administration**, is completely rebuilding its military, and they're spending hundreds of billions of dollars to the newest and finest military equipment anywhere in the world, being built right now. **I want** peace through strength!

*10:09 PM - 7 Nov 2017*



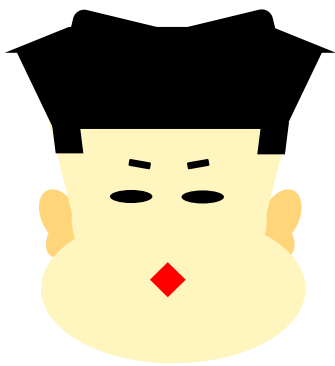
**My use of social media** is not Presidential - it's MODERN DAY PRESIDENTIAL. Make America Great Again!

*5:41 PM - Jul 1 2017*

# NICKNAMES

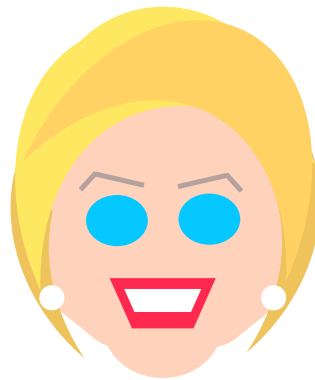
His proclivity for  
nicknaming is unusual.

---



“Little Rocket Man”

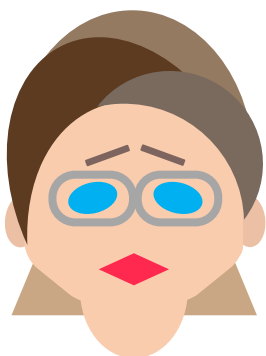
Kim Jung Un



“Crooked Hillary”

Hillary Clinton





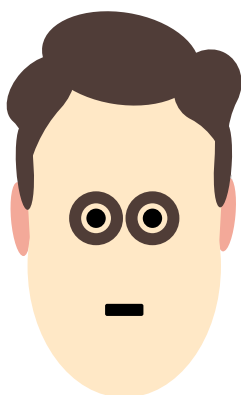
“Pocahontas”

Elizabeth Warren



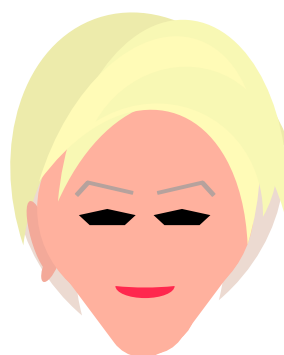
“Lyin’ Ted”

Ted Cruz



“Crazy Joe”

Joe Scarborough



“Dumb as a Rock Mika”

Mika Brzezinski

# STYLE

Trump's basic writing style comes with quirks.

- Typos
- Punctuation
- Shorthand
- Word Choice

# TYPOS

## Errors. Everywhere.

---



Our great country has been divided for decades. Sometimes you need protest in order to heel, & we will heel, & be stronger than ever before!

*4:34 PM - 19 Aug 2017*



Despite the constant negative press covfefe

*11:06 PM - 30 May 2017*



How low has President Obama gone to tapp my phones during the very sacred election process. This is Nixon/Watergate. Bad (or sick) guy!

*7:02 AM - Mar 4 2017*



China steals United States Navy research drone in international waters - rips it out of water and takes it to China in unpresidented act.

*4:30 AM - 17 Dec 2016*

# SHORTHAND

Trump likes brevity.



"20,000 📈 21,000 📈 22,000 📈 23,000 📈 this year...FOUR one thousand milestones this year..."  
#Dow23K #MAGA

6:49 PM - 18 Oct 2017



Our relationship with Russia is at an all-time & very dangerous low. You can thank Congress, the same people that can't even give us HCare!

8:18 AM - 3 Aug 2017



Big increase in traffic into our country from certain areas, while our people are far more vulnerable, as we wait for what should be EASY D!

12:41 PM - 8 Feb 2017

# PUNCTUATION

He loves exclamations.  
What else?

---



Lightweight Senator Kirsten Gillibrand, a total flunky for Chuck Schumer and someone who would come to my office “begging” for campaign contributions not so long ago (and would do anything for them), is now in the ring fighting against Trump. Very disloyal to Bill & Crooked-USED!

8:03 AM - 12 Dec 2017



Terrible! Just found out that Obama had my "wires tapped" in Trump Tower just before the victory. Nothing found. This is McCarthyism!

6:35 AM - 4 Mar 2017



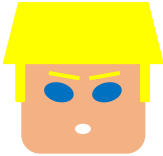
For many years our country has been divided, angry and untrusting. Many say it will never change, the hatred is too deep. IT WILL CHANGE!!!!

2:00 PM - 15 Jan 2017

# WORD CHOICE

Trump's most best words.

---



Win! *Stupid* WEAK

Politically Correct!

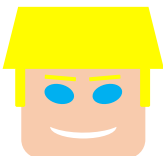
LOSER Dangerous Terrific



Moron *Bad* Smart

*Tough* | Amazing

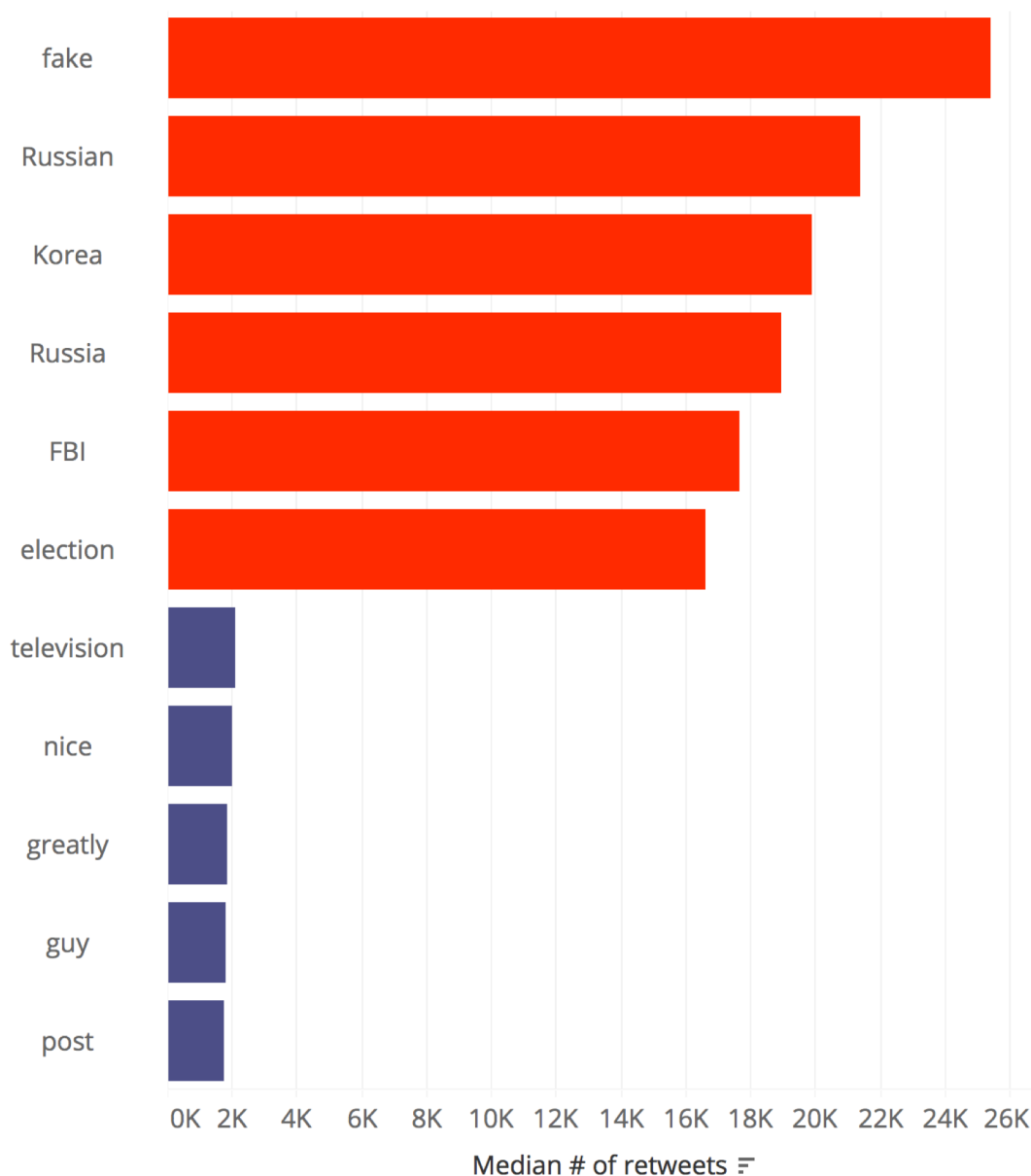
HUGE! Lightweight



*Out of Control* Zero

Tremendous *Many People*

His most *and* least  
retweeted words.  
Divisive issues engage.



# Trump's use of superlatives is frequent.

---



I am the **least racist person** there is

6:18 AM - 11 Jun 2016



I will be **the best by far** in fighting terror

2:54 PM - 23 Mar 2016



I am in Las Vegas, at **the best hotel** (by far), Trump International

7:48 AM - 22 Feb 2016



I will be the **greatest job-producing president** in American history

8:57 AM - 23 Jan 2016



I am **the BEST builder**, just look at what I've built

7:23 AM - 13 May 2015



I am attracting **the biggest crowds, by far, and the best poll numbers, also by far**

7:56 PM - 20 Sep 2015



Donald Trump's Palm Beach mansion...which I turned into **the greatest club in the world**

5:01 AM - 19 Oct 2014



My I.Q. is **one of the highest** – and you all know it

8:37 PM - 8 May 2013



Many people have commented that my fragrance, "Success" is **the best scent & lasts the longest**

11:06 AM - 27 Feb 2013



# The Takeaway

Who knows what will happen with Trump as president or how his Twitter tactics will evolve.

But now you know how he gets out his message, and what makes his writing on Twitter quintessentially Trump.

Leverage what you've learned.

Attack. Deny. Distort. Deflect. Praise.  
Promote. Rage. Jubilate. Self-inflate.  
Nickname. Mistake. Abbreviate.  
Punctuate.

And remember, use all the best words.

# About Tanj

Tanj is an NYC-area language and brand consultancy.

We create little bits of language—names, stories and copy—that have a big impact on our clients' brands.

Services include:

- Brand messaging & voice systems
- Product & company naming
- Brand strategy
- Taglines & slogans
- Copywriting for digital & print

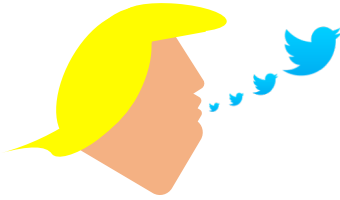
Got a project? Get in touch.

# Shout-Outs

All qualitative and quantitative analytics were created by our friends at [PrimaryNotes.com](https://PrimaryNotes.com). We are truly grateful for your support.

We would also like to thank [TrumpTwitterArchive.com](https://TrumpTwitterArchive.com) for providing the source data for the analytics.

And last, but certainly not least, thank you to Jesse Pyeatte, Dan Golden and Jill Stanewick for your help and guidance throughout the process of writing this guide.



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