

TABLE OF CONTENTS

- Introduction
- Chapter 1 - Building A List Of Twitter Followers
- Chapter 2 – Tools To Make Twittering Easier & Better
- Chapter 3 – Turning Twitter Followers Into Customers
- Chapter 4 – Maximizing Your Twitter Traffic
- Chapter 5 – Common Mistakes Twitter Users Make
- Chapter 6 – More Twitter Marketing Insights

Introduction



About Twitter

In this ebook, you'll learn all the ins and outs of using Twitter and using it as an essential marketing resource for your Internet business. If you haven't heard the buzz about Twitter yet or are still wondering what the real purpose of twitter is all about, let me try to explain.

Twitter in a nutshell is a simple social networking website that lets you share with your friends know what you're doing – right now! Hence the old catch phrase on the Twitter sign-up page – "What are you doing?" Think of Facebook, instant messaging and sms all rolled into one simple package, and you've got Twitter.

Twitter works around a time line which is displayed on a single page that's updated every second of every minute of every hour....you get my point. It's a constantly updated stream of news from people all around the world. As a member, you can add your own little message to the time line up to 140 characters long to it known as a "tweet".

But that doesn't mean you're going to be able to see every Twitter user's Tweets. You can choose who you want to "Follow" and others can choose to Follow you. And it's these followers who you can converse (tweet) with.

You might be thinking "wow, big deal" but there is massive potential in this mini social networking site to meet other like-minded people, share info and web site links. And those factors mixed with the ability to grow your followers make it a perfect platform for business.

You can also use Twitter to....

- * Send direct messages to users instead of broadcasting to everyone,
- * Mobile options to send and receive tweets via SMS and email from your cellphone,
- * Search options allowing you to find Twitter users posting about a certain topic,
- * An API that allows 3rd party developers to develop some great applications.

It's taking the world by storm and there is a great potential for business owners, online and off, so if you're not a member yet, [sign up for a free Twitter account](#) now.

Chapter 1 – Building a List Of Followers On Twitter

In this first chapter let's talk a little about how you can start building a large network of friends, clients, associates, and customers using the social networking website Twitter.

Many new users of Twitter are constantly asking how they can use the site more effectively for their business and since the site has grown into an Internet mega monster that is globally known and talked about, they are right to ask. The fact is Twitter is a fantastic tool for your IM business.

Internet relationships are very different from actual personal relationships. They are based primarily on like, know, and trust. Many people are reaching out to others through social network websites like Twitter, Facebook and many others.

If you are new to Twitter you may not realize that you can create your personal or business brand and virtually dominate your market, simply by building a list of followers.

Setting Up Your Profile

Once you've set up your Twitter account you will want to work on setting up your profile. Twitter lets you easily customize the look and feel of your profile page. You will want to pay close attention to your one line bio.

Bio Line

Because, besides your Tweets, this is what people will read and judge what type of person you are before they decide whether or not they want to follow you. You will only have 160 characters to describe who you are and what you do, so you have to make it good!

Photo

It's essential that you use a real photo of you over an image your company logo. I recommend you use a real photo because people connect with real people and trust a user with a face. A user profile that has a business logo just screams sales and is a turn off for most people.

Background

You also have the option to upload a customized Twitter background to your profile. This is something you will want to utilize ASAP as this is a massive benefit and way to get free exposure for you or your company.



There are a ton of free Twitter backgrounds that you can download edit with photoshop floating around or you might want to get one made up professionally by a designer.

Get Followers

The next thing you will want to do after your profile is set up right is start to get 'followers'. If you have business contacts or an email list that are already using Twitter, invite them to follow you.

Put your twitter url in your emails, on your websites and blogs asking people to follow you. You could even put your Twitter url on your business card, so that you can gather followers from offline as well.

Don't be shy; tell everyone you meet about your Twitter page. Make is sound exciting and let them know that you will be sharing important updates, great tips and information with them if they follow you. You may be surprise to find out that almost everyone will click the follow button just to see what you're up too!

Another thing that I feel that is important especially for Internet marketers is to seek out and follow the 'gurus' and the powerful users of Twitter. This will benefit you in more than one way. It

will give you a bird's eye view of what they're doing on Twitter, so you can learn how to improve your own results and it will also put you in front of all the people they are in contact with.

Curiosity, you can't fight it, so you may as well take advantage of it. People are curious by nature! They like to see who is following who, so often they will click on the links and check out the followers of people they know and follow them as well and by following the leaders, so to speak you may naturally end up with new followers as well. Just try and keep your target market in mind when you choose 'gurus' to follow.

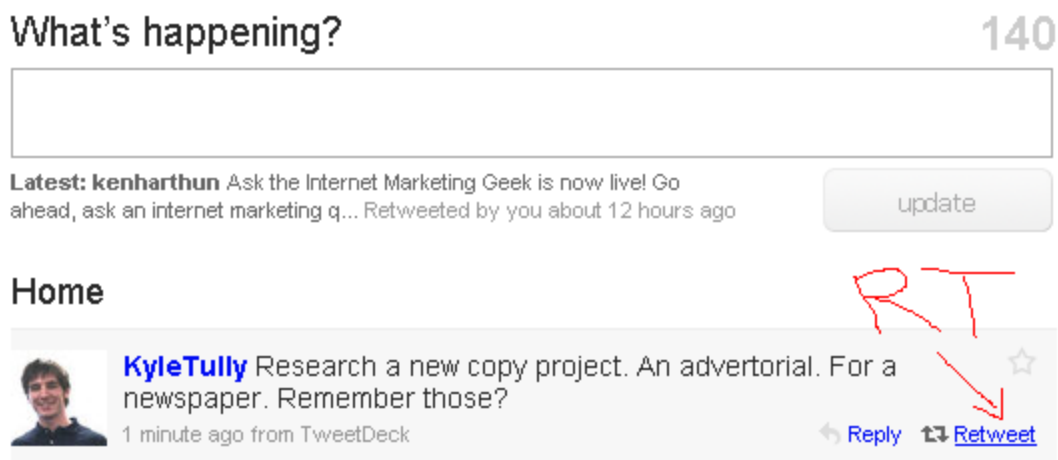
Re-Tweeting

Now let's talk about getting your Tweets spread even further and increasing the chance of meeting even more people by using 're-tweets'.

Re-tweeting is a common practice on Twitter where you'll re-post someone else's tweet that you like and you think your followers will like.

With this method, you take the original twitter message someone else has posted, and rebroadcast that same message to your followers. To do a re-tweet, simply type in RT at the beginning of your tweet and then a @ before the original tweeters username followed by their original tweet.

Now Twitter will let you click the Retweet button on the Twitter website which will set up the RT function automatically.



Reasons To Re-Tweet

When broadcasting the message, you should definitely give credit to the original poster in the way I showed you above. I know at first it may sound like this will only be good for the original tweeter, but retweeting can actually benefit you just as much if not more because;

1. It provides more value to your followers.

When you provide value to your followers, you make them happy! You are also more likely to attract followers. Providing quality content is always a great way to build your business no matter what platform you use.

2. It will benefit your brand.

If you point a reader to a source of good information that is truly relevant and beneficial to them, the amount of trust that they have in you will increase.

3. It will help you build relationships with the original posters.

Retweeting someone else's content is an act of kindness, and for the most part bloggers like to return the favor. You shouldn't expect someone to re-tweet your content just because you retweet theirs. Just keep in mind that your chance of being on the other end of a re-tweet increases as you retweet.

Retweeting is all about providing value to your followers so if you want others to retweet your post then you want to make sure that you are providing them with quality content worth tweeting about.

The bottom line is retweeting is a great way to add quality and value to your Twitter page. If done right, retweeting can help you educate your followers, build your personal brand, increase future traffic, and connect you to other great people in your niche.

Just be careful if you use it incorrectly, retweeting can actually hurt your personal brand and future traffic. You want to treat your followers like gold. Don't ever send them to inappropriate websites or spam them with one sales pitch after another.