

Become a Twitter Expert In 24 Hours ^{3.0}



UNLEASH THE POWER OF TWITTER TODAY!

by : Samantha Milner

www.twitterbooks.com

Samantha Milner Presents

Become a Twitter Expert In 24hrs Version 3



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24 Hour Twitter Expert

Version 3.0

Twitter has become extremely popular in the circles of internet users. It is an amazing way for people to connect with one another and share their thoughts in 140 characters or less. More people are joining the social networking craze on a daily basis whether it is for business, pleasure or both and there is absolutely no escaping how popular it has become.

Twitter reminds me very much of the text messaging craze that started in the late 1990's. As someone that is in her late 20's I still remember running up a huge mobile phone bill and my dad not being very pleased with me.

To me Twitter has simply taken the idea of texting and put it on a website. Put in simple terms if you can text you can Twitter.

I was asked just the other day why I love Twitter so much and it really got me thinking. I don't believe I could put it down to one particular thing.

Put simply I would say:

It allows me to talk business to one person then two minutes later discuss my favourite film or which celebrity I dislike the most. I also love the idea that I can be mixing with all kinds of people across the globe.

It is also rather educating too – I have learnt about the Indian culture, safaris in Africa, emigrating to New Zealand and the history of Brazil. You can not deny the fact that it is really fascinating. It is like your very own information box available to you 24 hours a day 7 days a week for free.

The reason you should join now is that it's at the point where it is not over done and is still a relatively new social site. The other major benefit

it has is that it's short and sweet so you don't need to spend an hour to message someone like you would often do with a Blog.

Before you start dismissing it like I did think about this:

Earlier this year I launched a new page on my internet marketing Blog and from just **ONE** Twitter update I received 300 visitors within six hours.

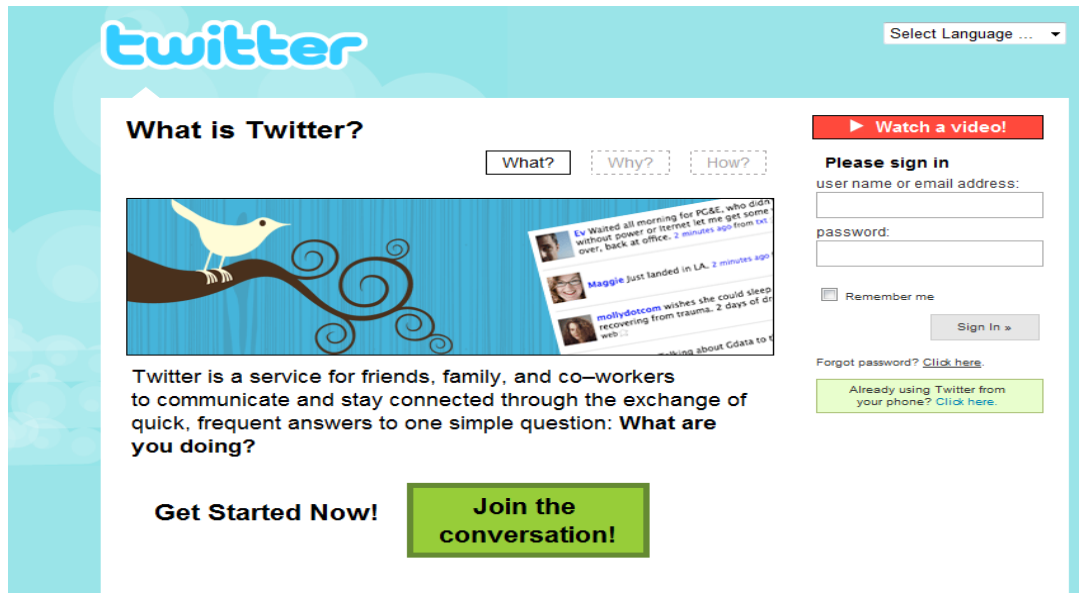
I first joined in the beginning of December last year after a fellow Internet Marketer said that he loved chatting to me and wondered if I'd join him on FaceBook & Twitter. Curiosity made me sign up but I found them both very boring and didn't do anything about it.

Then two days before Christmas I was exploring Twitter again and realised how much I could gain from it both from a personal and business point of view. I then spent the whole of Christmas on it as I just couldn't help myself I think I was becoming addicted.

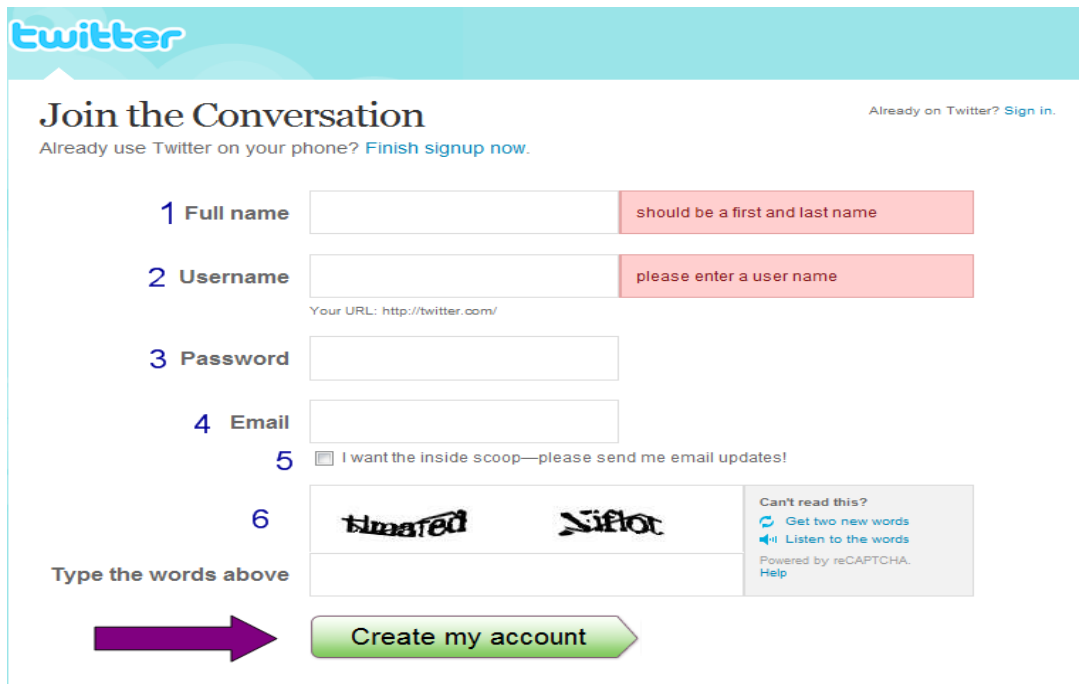
I researched it just like I have done with everything else that I have become involved in and followed a system that was easily useable. After following my own ideas by my birthday on the 31st January I had hit 5000 followers. Fast Forward to the beginning of May and I had in excess of 60,000 followers.

So get yourself comfy and let me guide you through Twitter taking you through all the shortcuts that I have found. Just think by tomorrow all your questions will have been answered.

First of all you need to have an account and this can be done rather quickly at www.Twitter.com



Simply click on the **“join the conversation”** and we’ll get started.

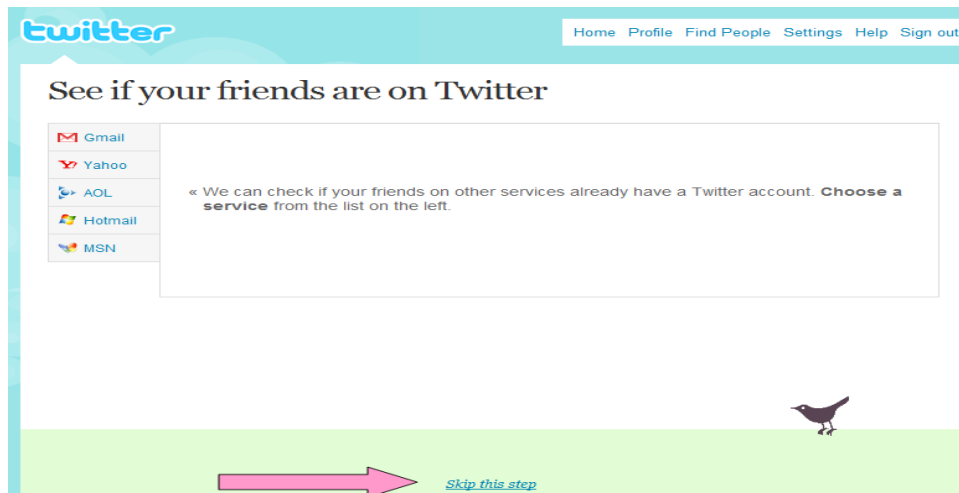


Before you go and fill in this information you need to consider the following.....

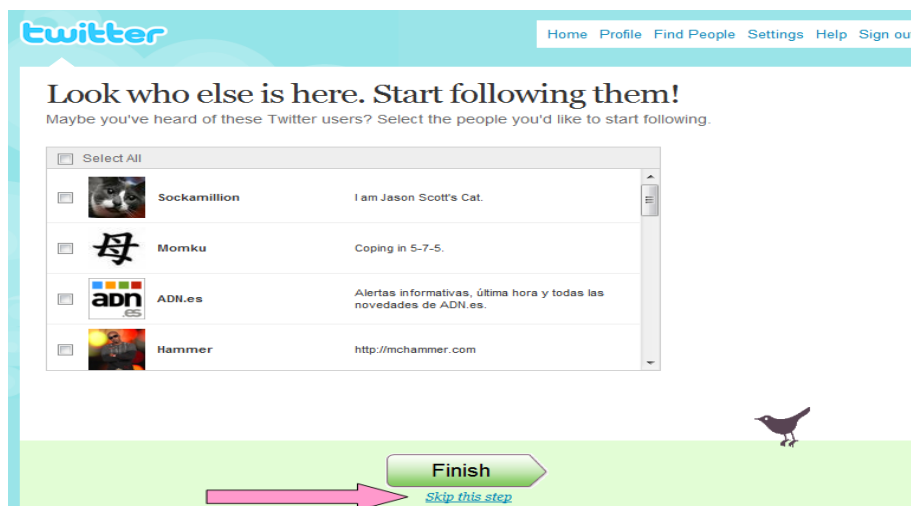
1. When you fill in your full name please do not use your website address or company name. This looks very bad and won't do you any favours and will result in people not wanting to follow you.
2. The username is very important I really can't stress this enough. Everyone will know you by your username. You will be passing your link around so choose one that suits what you're about. A business name is much better than your personal name.
3. Your password is also important you don't want it to be too easy to be hacked into and then too hard so that you forget what it is.
4. Your email address should be your regular one that you use for business and not your personal one.
5. I would advise against ticking this as you don't know how many updates they are going to send you and you can often end up getting way too many.
6. Finally you will need to enter the code just to prove to Twitter that you're not just some kind of weird hacker. If you have eyesight problems like me then you can always listen to it!

What I have come across with usernames which really upsets me greatly is people using offensive language in their username. People will simply unfollow you as quick as possible if they even follow you in the first place.

You can change your username at any time that you wish simply type in your new one and confirm your password and it's done. If you do change it please inform your followers as if they don't know it's you they may unfollow you. This can apply to other things too – like a change of image or background. Some of your followers will be particular and will notice the slightest change whilst others won't even bat an eyelid.



You will now be taken to the page above. Skip this step as it's about setting up your account first not getting followers. At the moment I want you to be invisible.



You now need to do the same again and you will be brought through to your welcome page. Obviously nothing is on it yet and it's pretty boring.

Now let's go through what you need to know on your Twitter Main Page....

@dsmpublishing: This is where you will find any comment that has anything to do with your username will be located. Before it used to just feature replies that you had received so say I received a reply saying "thanks for the follow" it would show up as @dsmpublishing "thanks for the follow".



So anything that features @dsmpublishing appears in this section. I used to find it annoying at first. But now I rather like it as it gives me the opportunity to keep up to date with all of my followers so that I can reply to any communication that they make. Though on a Friday it can be rather harsh to get past all the #Follow Fridays to find proper conversation.

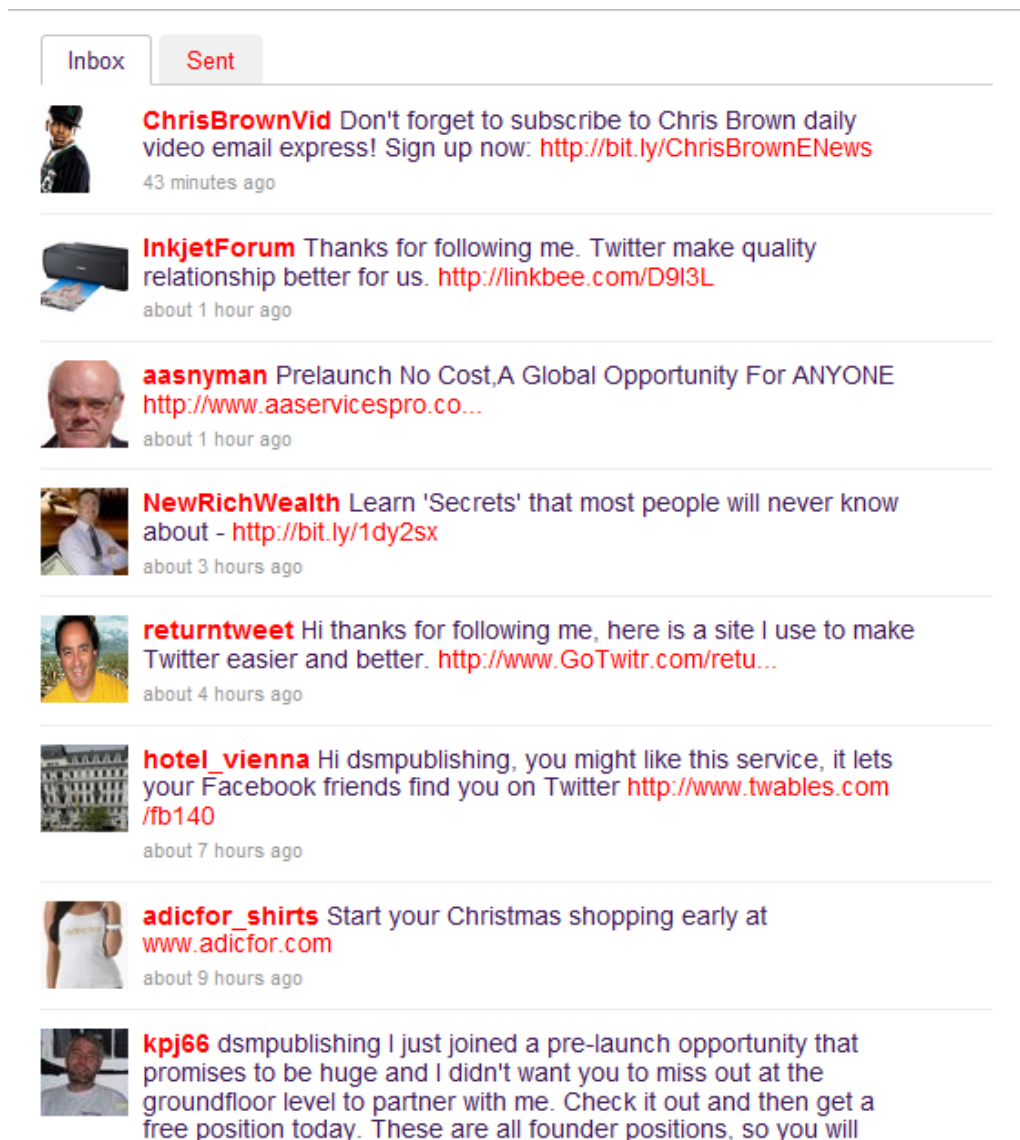
If you are wanting to keep a track on all the reTweets you get it can be rather good for your business.

Direct Messages: This is where private messages that are directly meant for you are stored. You will find that there are lots of worthless messages among this section and can drive the average sane person mad. Because of the spam associated with it many don't even bother checking them, so don't be concerned if you don't get a reply back.

I personally delete all of mine but occasionally because I am deleting 200 at a time I may miss a genuine message. I recommend that you keep these messages up to date otherwise a month can pass and it has suddenly got out of control.

To control the spam problem on Twitter I do highly recommend that you Blog people as you go through your direct messages.

This is what my direct messages look like right now as I write this ebook:



As you can see from the screenshot above they are all promotional direct messages that have been sent out automatically when they followed me. I will be deleting them all apart from the very last one which I will be blocking and then deleting.

The reason I find the last one so offensive is that it is more than 140 characters long and I very much class this as spamming. Anyway if they can't find anything interesting to say in 140 characters why would I want to follow them?

There are programs out there that allow you to send direct messages that are longer than 140 characters and please don't use them as it looks so bad for business. I will be going through setting up a direct message later on so that you can create the best one for your account.

Favourites: If an update interests you why not save it for later, just hit the star icon on the top left of an update watch it turn yellow and your message is then saved.

I like saving Tweets from people that leave me a Follow Friday so that I have a record of it.

Then you can refer back to them like this:

Your Favorites



The screenshot shows a list of five tweets under the heading "Your Favorites". Each tweet includes a profile picture, the user's name, the text of the tweet, and a yellow star icon on the right. The tweets are:

- boxofsurprises** Friday Fantastic Following Frenzy! @MoreOrBore @dsmpublishing @ClickForArt @TeamSCC @ArtsInfinite @LesleyWoodPhoto @chefmartyrich 1:26 PM Nov 6th from web
- Kazinha_RS** #FF @RoboSteel @ralphclaxton @AnyFigueiredo @rieko_emo @txtamsg @FireAlley @Marcelotoler @dsmpublishing @paulhaynes @AnitaDFouris 1:12 PM Nov 6th from web
- AIMcGourlay** #FF recommends @dsmpublishing @Bernastar @seoborg @ZacharyMeiu @hashstats @debramorrison 1:07 PM Nov 6th from Power Twitter
- 333AutismNews** @bnchs @all_music_lover @Sydneyism @ezyhelper @dsmpublishing #FF 11:21 AM Nov 6th from TweetDeck
- americandream09** #FOLLOWFRIDAY @EmpowerRadio @dsmpublishing @CoachDawn @joycecherrier @Lightcoaching 9:03 AM Nov 6th from TweetDeck

Then when you have finished with them you can simply click on the yellow star and remove it.

Everyone: This is the exact location of where you can view every single update as it comes into the Twitter community. You have to remember that there is a huge amount of people on Twitter and it is impossible to keep up with it. I have only been on it once as I found it way too much for my eyes to take.



The screenshot shows the Twitter search interface. At the top is a search bar with the word "Search" and a magnifying glass icon. Below it is a "Trending Topics" section with a list of hashtags: #crapnamesforpubs, Kindle DX, Mother's Day, Swine Flu, KFC, #woofwednesday, #1N1, #ladders, and Oprah.

However once you are following a decent amount of people your timeline will have enough updates going through it to keep you busy for long enough.

Twitter has recently updated their system to fit in with the amount of people that use it. Recently it has become so popular that instead of using

Google members are now searching Twitter for information. With this in mind they have altered the main Twitter page.

They have included a lovely search box along with keywords that are extremely popular in the media right now.

Device Updates: This is the tool that allows you to receive all your updates by Text Message. I would only use this facility once you're used to using Twitter.

You also have the opportunity to subscribe your page to a RSS Feed but I wouldn't do this until you have several posts and followers.



On your Twitter homepage you can also see statistics on how many people your following, how many are following you and how many updates you have made.

Have a look at the picture that it has set by default – its not very nice is it?

Well when you do get surfing on Twitter you will find that many, many users have this picture. You want to stand out and using a picture like this will not create the image that you're looking for.

Another very important point to make is that this is the same picture that spammers use and it will result in you getting blocked by a lot of different Twitter members. Whenever I see people using the default Twitter picture I block them when they follow me as 90% of the time they have gone on to spam me so I have simply eliminated the problem.

Check out www.Twitter.com/kevinrose he is the owner of Social Bookmarking site Digg and is one of the highest ranking on Twitter. He tends to get a lot of newcomers following him before they have even posted an update. If you click on his followers you will find page after page featuring the same image. It just looks so tacky and cheap and I am sure you want to do better than that.

So let's get down to business and set up your account. Click on the settings and it will open up on a page like this:

The image shows a screenshot of the Twitter account settings page for the user 'dsmtpublishing'. The page has a purple header with the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. Below the header, the user's profile picture and name 'dsmtpublishing' are visible. The 'Account' tab is selected, showing fields for Name, Username, Email, Password, Time Zone, More Info URL, and One Line Bio. The Name field contains 'dsmtpublishing', the Username field contains 'dsmtpublishing', and the Email field contains 'samantha@dsm-publishing.'. A password confirmation box is present with the message: 'You must re-enter your password to change your screen name or email address.' The Time Zone is set to a dropdown menu. The More Info URL field contains 'http://twitter.com/dsmtpublishing'. The One Line Bio field is empty. On the right side, there is an 'Account' section with a description and a 'Tips' section with three bullet points.

Obviously it will have your data on it and not mine that you provided during sign up. Your name, username and email will automatically already be set up for you. It's now your turn to add all the extras. Firstly the Time Zone shouldn't necessarily be set up to your own time.

But why you may ask?

Think of it like this where are the largest percentage of your Twitters? Personally mine are in the United States and in particular New York so I have decided to set mine at GMT -5. After all I'm sure we all know what our local time is. Then when I am sending out a promotion and I want it to hit them when they first wake up I will know exactly when to send it.

Secondly, when choosing your URL think about it before jumping in. If you have a Blog I seriously suggest that you use it and make some slight modifications first. For Example after following the promotional ideas later on in this e-book you will be generating an awful amount of traffic via this link so you want more than one facility to feature. You can also do the exact same thing with a website it's completely up to you. The most important part is that all the information is under one roof.

You have to think of it like this.....

The people that view this page may not necessarily be following you already. They want to see that you will be an interesting person and will offer them something of service. This is your backbone in creating

followers and if this isn't up to scratch you won't get the impact that you need.

Another point to make without offending anyone (sorry if I do) people are often put off by Free Blog Sites so never use this as your main site. It makes you look cheap and that is not the image you want to portray. The other point is that as you don't own the Blog your income will be limited and you run the risk of being shutdown without warning. If you don't know how to do this then check out my free tutorial [Click Here](#)

If you don't have a Blog or Website visit Clickbank.com and use a decent affiliate link as its better than nothing!

Thirdly you need to plan your One Line Bio this is very important as this is what people will read to find out more about you and what they can learn from you. It's also worth mentioning that people will search certain words within Twitter when they are looking for people to follow so the more tags you can place in this section the better.

Here are a few key points to consider:

- ✓ Don't mention your name
- ✓ No Spelling mistakes
- ✓ What are you planning on talking about on Twitter?
- ✓ What do you want to get out of Twitter?
- ✓ What words best describe your business?
- ✓ Avoid the & as it will show up as an error

I decided that I wanted the following keywords to show up so I added the following:

Internet Marketing
Author
Entrepreneur
Niche Marketing
Blogging
E-Book Creator
eBay Marketing
E-Book Publisher
E-Book Writer
Online Marketing Business
Working Online

Skilled Internet Marketing

Put together a list of keywords that best describe you like I have aiming for 10-12.

I then had to put it into a good quality sentence knowing that I couldn't use all of the words above. Remember when doing this it's all about keywords and it must be 160 characters or less.

So this is what I came up with:

I'm a skilled Author, Entrepreneur, Blogger, E-Book Creator/Writer/Publisher. I love working online with my niche, affiliate, article and eBay Marketing business.

Now when you look at this in more detail, when someone searches for people to connect with on Twitter they will be able to find me from the following Keywords:

- Author
- Entrepreneur
- Blogger
- E-Book Creator
- E-Book Writer
- E-Book Publisher
- E-Book
- Love working online
- Niche
- Affiliate
- Article
- eBay
- Niche Marketing
- Affiliate Marketing
- Article Writing
- I Love eBay
- Internet Marketing Blogger
- I Love Blogging
- Article Writer
- Article Publisher

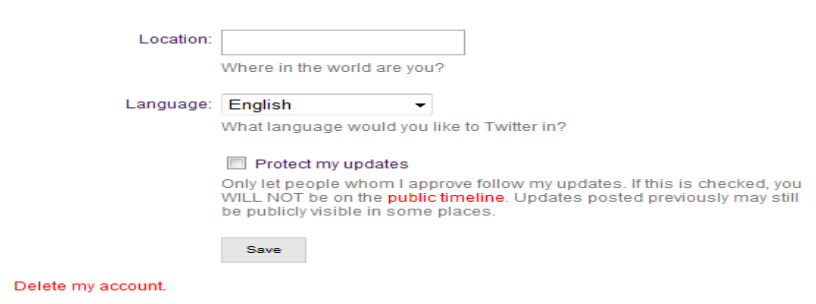
I am sure you get the idea by now the list really is endless and all from one very simple Bio. I've had many Direct Messages from people telling

me they have found me via the Twitter search facility. You really wouldn't think that you can get so many followers from such a simple method. I suppose it's no different than writing an article with ezinearticles.com and then writing out your relevant keywords that people would then follow you from.

Now sit down and turn these keywords that you have written into your Bio and I bet if you wrote a new list afterwards like I have you will have hit more keywords than you think.

If you are struggling with counting up your Bio the easiest way is to type it into a Twitter update and go up to -20 which will give you a 160 character message. But be very careful of spelling mistakes as there is no spell checker on there!

Now for the final point on this page you need to set your location, language and protection.



The image shows a screenshot of the Twitter profile settings page. It features a 'Location' text input field with the placeholder text 'Where in the world are you?'. Below it is a 'Language' dropdown menu currently set to 'English' with the placeholder text 'What language would you like to Twitter in?'. There is a checkbox labeled 'Protect my updates' which is checked. Below the checkbox is a warning: 'Only let people whom I approve follow my updates. If this is checked, you WILL NOT be on the public timeline. Updates posted previously may still be publicly visible in some places.' At the bottom of the form is a 'Save' button and a red link that says 'Delete my account.'

This is pretty much straight forward, but I would suggest naming your local Town followed by the country. People are always curious about where others live and this is a good way to maintain a friendly talking point among your fellow Twitters.

If for example there is a natural disaster in your country you will find that you will get a lot of emails from people worrying about you or if you include your town it might mean something to others and it's a great way to generate a Twitter conversation.

I live in The Algarve on the southern coast of Portugal and as it is a tourism hotspot so I often get lots of Tweets asking me about it.

Just a couple of weeks ago I got chatting to someone on Twitter that was on holiday here and wanted advice on the best places to eat out.

If you just put I live in Europe people will wonder why you're leaving information out of your Bio. Remember this is what people view when they want to find out more about you.

I have put Silves, Portugal because I live right in the town and it is very popular with tourists as it is just a short drive to the popular beaches. It is rather well known and it is the starting point of many updates that I receive.

Finally please do not protect your updates. This is where an awful amount of your followers originate from. It's like making your Blog private and not letting people see the Blog Posts it is literally a disaster waiting to happen.

Why would you do this?

Say you contribute a link to the Twitter community via an update people see this link and think you're amazing and decide to follow you. Five minutes later you have 25 new followers. If your updates have been protected nobody will have seen your update and you will have missed out on potential followers. It would mean that your only followers will have come from people finding you through others you are following.

Other Settings

Within the settings area you also have the opportunity to change your password, devices, notifications, profile and background picture. As most of these are self explanatory I will just run you through the final three....

Firstly with the notifications I would suggest that you do the following:

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