

# A Beginner's Guide to Using & Marketing with...



twitter

**This Special Report brought to you by:**

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# Introduction

Here's a quick marketing question for you: How often do you tweet? If you don't know what I'm talking about, you're missing out on one of the hottest marketing tools on the Internet today - Twitter.

## What is Twitter?

Twitter is a micro-blogging site - meaning you can state your thoughts, views, opinions and links, but in a super-compact way. In fact, with Twitter, you only get to use 140 characters for each post, affectionately known as a tweet. At first glance, you may think 140 characters can't possibly give you enough room to say anything of value, but once you jump into the flow, you'll be amazed at the way Twitter can change your social media marketing world.

## How Does it Work?

Twitter works as a real-time social media platform for users to update their followers with tidbits of information, chitchat, tips and tricks and other short messages that are broadcast to a group of users who have chosen to stay updated to your messages. While there are over 6 million users on Twitter, according to the latest statistics, individuals choose who they want to interact with by "following" them.

Every user gets a profile page, with room for a short bio, a photo and a link to the site of your choice. Your profile page also includes a button people can click on to begin "following" you - which means they will have access to all of your updates.

The more followers you acquire the stronger your networking capabilities become on Twitter. Twitter functions as an ever increasing network as each person interacts with their following, who then connects them to their own group of followers and on and on it grows.

Let's break it down a bit.

When you create your user account and choose some people to follow, they have the opportunity to follow you back. As your followers start to get to know you, they will look to you to promote other people on Twitter and when they find people they relate to, they will begin following them as well. This "tell two friends who tell two friends who tell two friends" networking will expand your network faster than you can possibly imagine.

## **Who Uses Twitter?**

At the rate Twitter is growing, it won't be long before the answer to this question is EVERYONE! Twitter is growing at a pace of over 7500 users every day, with a total right now of over six million users! Twitter is a great place to connect, both in business and personally, for anyone who is looking for a platform where they can reach out to a wide network of people at one time.

Twitter is popular with many different kinds of people. In business, you'll find lawyers, realtors, writers, web designers, Internet marketers, coaches, entrepreneurs, bloggers, small business owners, large corporations, politicians - even the President of the United States! You'll find famous people, infamous people, unknown people - the truth is, Twitter is being used by folks from every walk of life you can imagine to connect with others and market their businesses.

## **Why is Twitter So Popular?**

One of the reasons Twitter is so popular is that Twitter is so popular! In other words, so many people are using Twitter that it is rapidly becoming THE place to connect on the web. In fact, mainstream media has started using Twitter- and talking about it. CNN and Fox News both discuss Twitter and use it as a way for viewers to offer input on various stories. In the recent Presidential election, President Obama's campaign used Twitter as part of their massive campaign efforts - with obvious success!

Twitter's popularity comes from its ease of use. It's also quite addictive! Many people who questioned whether Twitter was worth the effort find they love the fast-paced interaction of the site. Twitter is all about immediate connections and real-time relationship building. Human beings are social animals who thrive on relationships and interaction with each other. Twitter provides immediate contact with others- no waiting for return emails or finding people on various Instant Messengers. You can jump on Twitter any time, day or night, and connect with someone immediately. Often, just taking five or ten minutes to tweet with others is all it really takes to build your followers, bring people to your website or break through a struggle.

## **Why Twitter Works for Marketers**

Twitter works for marketers for a couple of reasons. The first, and most important one, is Twitter is different from a lot of marketing techniques. It really is all about making connections and creating relationships. Yes, it sounds impossible to believe that communicating in short little bursts can actually foster real relationships, but it's true. Perhaps it's because of the real-time interaction.

It could be because when you have to focus on your word choice, with only 140 characters, you take the time to make sure every word counts. It could come down to the fact that Twitter is downright fun - and addictive!

Of course, some folks will tell you Twitter is a great marketing tool because you can find a targeted audience who CHOOSE to follow you and read your messages and they'd be right.

The truth is Twitter works for a variety of different reasons. The good news is, those reasons all add up to the reality that Twitter DOES WORK! Even though it is a serious marketing tool, there is something about the way people get real on Twitter that you just don't see in many other platforms, that lets you get to know people's real personalities. That is what inspires trust and creates bonds that lead to sales.

Let's look a bit closer about how to get started on Twitter, so you can begin using this amazing networking tool in your business today.

# How to Get Started on Twitter

The easiest way to get a real understanding of the power of Twitter is to create an account and get started. It only takes a few minutes to set up your account, so let's get started.

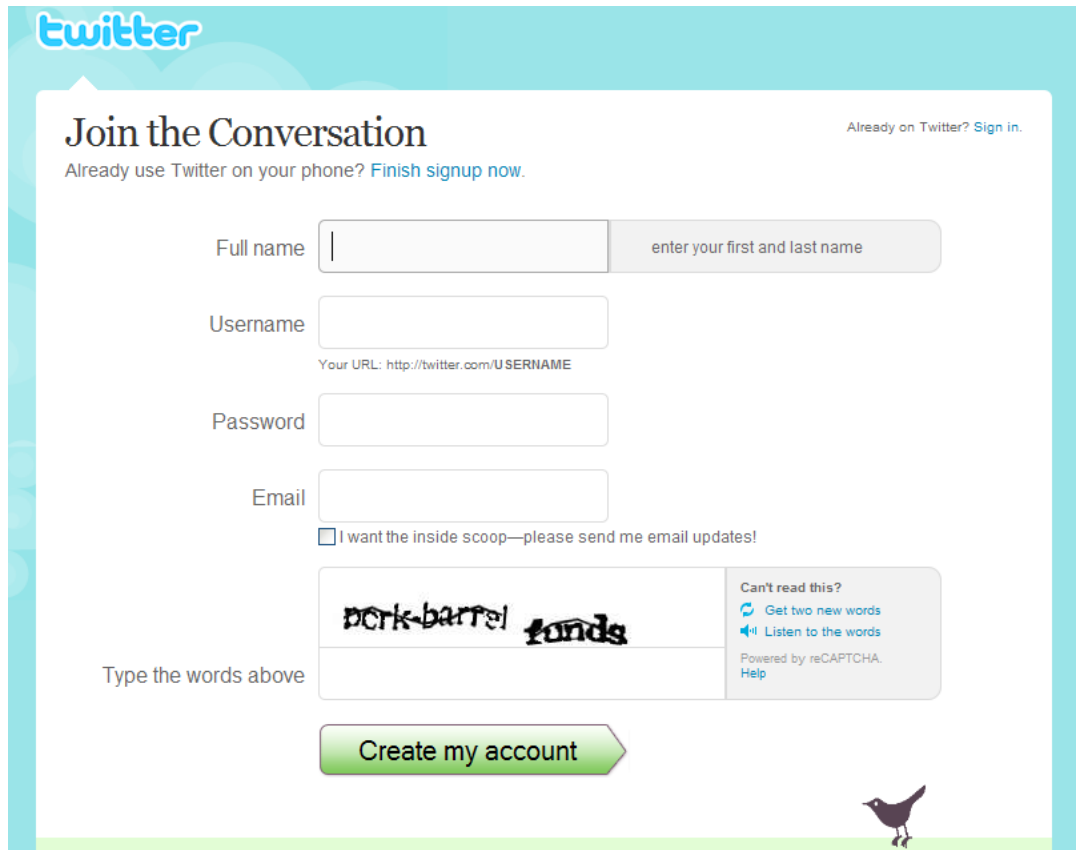
## Setting up an Account

Go to <http://www.twitter.com> and click on the "Get Started - Join" link.



The screenshot shows the Twitter homepage with a light blue background. At the top left is the Twitter logo, and at the top right is a language selection dropdown. The main content area is titled "What is Twitter?" and includes three tabs: "What?", "Why?", and "How?". Below the tabs is a graphic of a yellow bird on a branch with a scroll of tweets. The tweets include: "Ev Waited all morning for PC&E, who didn't without power or Internet, let me get some over, back at office. 2 minutes ago from tvt.", "Maggie just landed in LA. 2 minutes ago", and "mollydotcom wishes she could sleep recovering from trauma. 2 days of dr web ::". Below the graphic is the text: "Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**". At the bottom of this section is a green "Get Started—Join!" button. To the right is a "Please sign in" section with a red "Watch a video!" button, a "user name or email address:" field, a "password:" field, a "Remember me" checkbox, a "Sign In »" button, a "Forgot password? [Click here.](#)" link, and a green "Already using Twitter from your phone? [Click here.](#)" button.

You'll be taken to a form to create your account that looks like this, where you'll enter your first and last name in the Full Name box. (Easy so far, right?)



The image shows the Twitter sign-up page titled "Join the Conversation". At the top left is the Twitter logo. Below the title, there are links for "Already on Twitter? Sign in." and "Already use Twitter on your phone? Finish signup now." The form contains several input fields: "Full name" with a placeholder "enter your first and last name", "Username", "Password", and "Email". Below the "Email" field is a checkbox labeled "I want the inside scoop—please send me email updates!". A reCAPTCHA challenge is present with the words "dark-barrel" and "funds" and options to "Get two new words" or "Listen to the words". A "Create my account" button is at the bottom, and a small bird icon is in the bottom right corner.

Then follow the steps to create your username. Your username is the name everyone will know you by, so give some thought to the name you choose.

Every time you post a message, known as a tweet, on Twitter, your name and profile picture will be displayed, so you definitely don't want to choose a username made of random numbers and letters.

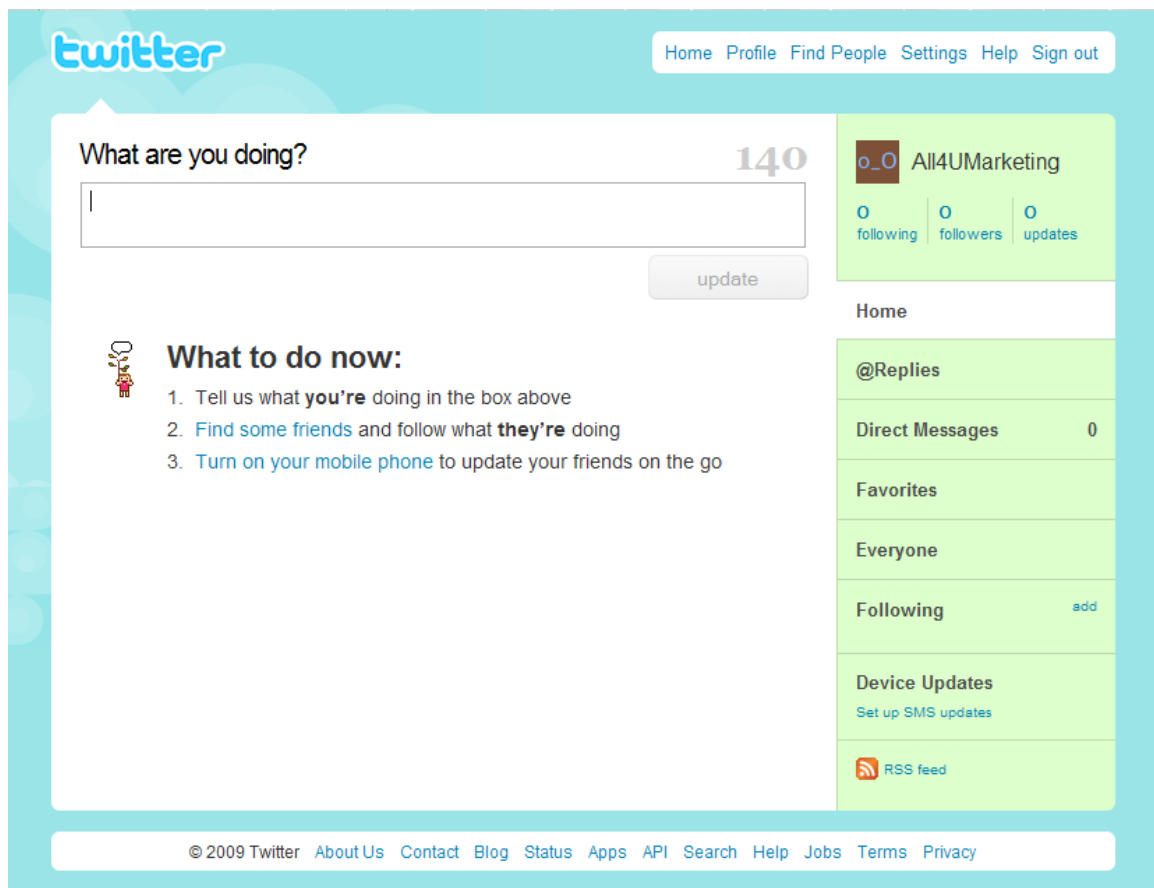
Twitter lets you use up to 15 characters (with no spaces) for your username, so use them wisely. If you choose not to use your actual name, try to create a name that tells people what you do. You can use your business name, but very often, something a little more personal is more effective. Remember the key to social media is the social part, so you want to choose a username that lets people relate to you as a person. Keep in mind, also, that if you choose a random username made up of assorted letters and numbers, people may think you are a spammer and block you.

Your next step is to enter your email address. Make sure you enter an actual email address that you use on a regular basis. Twitter will not send you spam email, but they will use your email address to alert you to new followers and direct messages, if you choose to be alerted later in your profile. You will also be notified, via email, if you lose or forget your username or password.

Once you create your account, you will be taken to a screen where you can check to see if anyone you know is already using twitter based on various email address. We'll skip this step because well, almost everyone is using Twitter! 😊

Next is a screen with some suggested followers. You can scan through if you'd like or you can choose to skip this step as well.

Now we've reached the area that will help you market yourself and your business. This is where you start personalizing your profile.



In the upper right hand corner is your navigation panel, with links to move around the backend of your Twitter account. Click on "Settings" to continue personalizing your Twitter account.



**twitter** Home Profile Find People Settings Help Sign out

**Account**

From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

**Tips**

- Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.
- Change your Twitter user name anytime without affecting your existing updates, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.
- Protect your profile to keep your Twitter updates private. Approve who can follow you and keep your updates out of search results.

o\_o

Account Password Devices Notices Picture Design

Name: Will Be Filled In  
Enter your real name, so people you know can recognize you.

Username: WillBeFilledIn Your URL: <http://twitter.com/WillBeFilledIn>  
Available!

Email: Will Be Filled In

You must re-enter your password to change your screen name or email address.

Password:  [Forgot your password?](#)

Time Zone: (GMT-05:00) Eastern Time (US & Canada) ▾

More Info URL:   
Have a homepage or a blog? Put the address here.  
[\(You can also add Twitter to your site here\)](#)

One Line Bio:   
About yourself in fewer than 160 chars.

Location:   
Where in the world are you?

Language:  ▾  
What language would you like to Twitter in?

Protect my updates  
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.

[Delete my account.](#)

Once you reach the settings page, you'll notice some things are already filled in for you. Your name, Username (this is what makes up the URL to your profile page) and your email address. If you want to change them feel free to do so now. You'll need to re-enter your password if you do.

After you get those items they way you want them, there are two important fields you need to fill in so that people can find you and your business.

1. The first is the "*More Info URL*." Use this to add a link to your website, blog, Facebook page or any other significant link you have that gives people an opportunity to find out more about you and/or your business.
2. The other field you need to fill in is the "*One Line Bio*" field. Here you have one line (160 characters) to share some more information about yourself. Make this as interesting as you can in the space allotted. This bio will be one of the ways people decide if they will follow you or not, so tell them who you are and what you do.

The settings page also allows you to add your time zone and your location. So be sure you complete those too.

Finally, on the bottom of the page is a box you can check if your want to protect your updates. If you check this box, people will only be able to see your updates if they have special permission. This option is not recommended - especially when you are trying to build a network of followers. Unless you plan to use your Twitter account to communicate only with a select group of people, you should leave this box empty.

When you are finished filling in your settings, be sure to click on "Save" at the bottom of the page. Let's navigate back to your home page now.

### *Using Twitter with Your Cell Phone*

On the right hand side of your home page, you will see section towards the bottom labeled Device Updates with a link "Set up SMS Device."

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