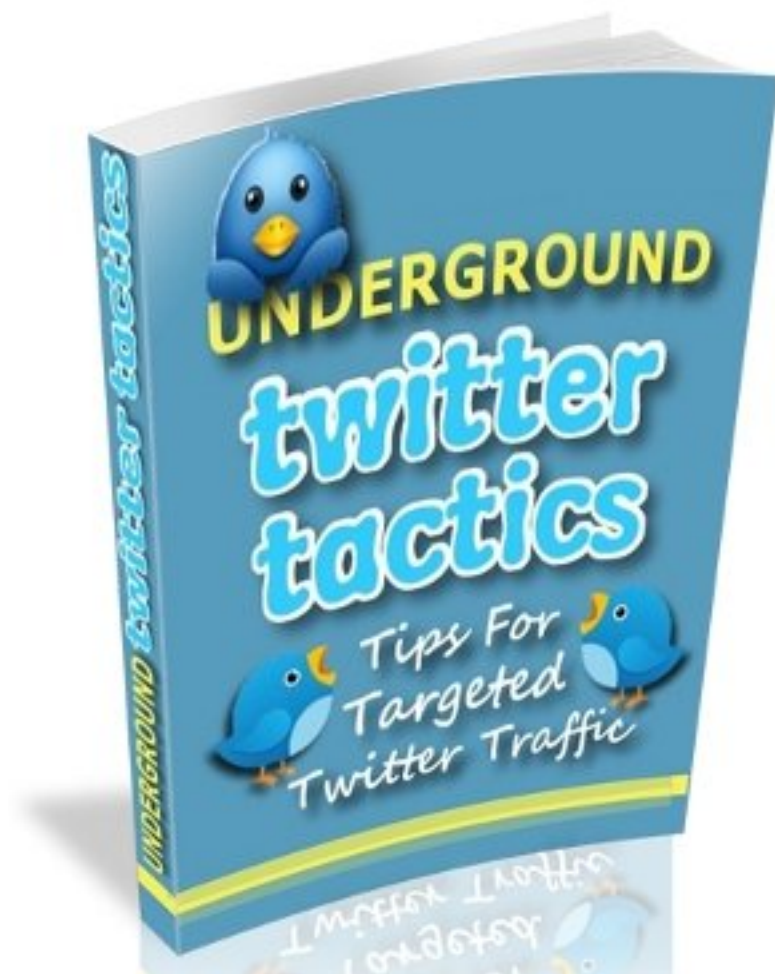


# UNDERGROUND TWITTER TACTICS



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## **What Is Twitter?**

Perhaps one of the most talked about Web 2.0 sites today is Twitter. It's no surprise though because this seemingly simple platform is actually a great way to stay in contact with your favorite people as well as build a targeted business following.

One of the things that has made Twitter so popular is it's simple interface. Just login and type a few words (literally a few – less than 140 characters) and you've broadcast a message to your followers and with over 10,000 people joining Twitter *every day* that's a lot of eyeballs on your product or service.

While at first glance, this microblogging which allows only 140 characters might seem pretty limited, you'd be surprised at how much information you can pack into those characters and the simplicity and ease of use make it a quick way to blast out a message.

And if that isn't easy enough for you, there are tools that will help you integrate your twitter account with your blog or website and automate the whole process for you!

Indeed, with it's millions of users, Twitter offers that internet marketer a powerful tool to connect with your prospective customers and develop a relationship with them. Not only can it help channel traffic to your website, but it is also a great platform to do market research with.

If you've tried social networking websites in the past and found them difficult to use or too time consuming, then you will love Twitter.

If used properly, it can catapult your business to the next level and gain you more customers than you thought possible. In the next chapter, I will show you how easy it is to take that first step – setting up your account.

## How To Setup Your Twitter Account

In order to start getting traffic from twitter, you first need to setup your account. The setup itself is easy, but there are some things you might want to give a bit of thought to before you blast right in there and get going.

The most important, is the name you will use. This depends on your business model and how you want to present yourself.

Should you use your actual name or a business name? That's entirely up to you but something you should carefully consider before making your account.

One thing to think about though is that your username becomes part of your URL and that (along with other items in your profile) is directly tied in to Twitters search function. So using your real name or keywords can help your profile come up when people search for those keywords on Twitter.

Now, if you run several businesses, you might want to set up more than one account and use your pen name, or business name to keep them separate. You can have as many accounts as you want, but keeping track of them might get confusing if you are not well organized!

To register, you want to go to [twitter.com](https://twitter.com) and select the "Sign Up Now" Button.

On the next screen you will be presented with the following fields:

**Full Name** - Enter your firstname and lastname here

**Username** – This is the username that will be shown on Twitter and will be part of your url (<http://twitter.com/username>) so choose wisely. You can type in the name and then it will show you if that name is available. If your chosen username is already taken, you could try using hyphens or adding numbers like 123 to the end.

**Password** – The password you want to use when you login to twitter

**Email** – the email address you want associated with your account

When you are done, enter the captcha code and click the “Create my account” button and your account will be instantly created!

Easy, right?

Now that you have your account, there are a few more things you should do to set it up properly.

Once you login to twitter, you will see a menu in the upper left that looks like this:



You want to click on the setting tab because this is where you can enter information about yourself and manage your account. The first tab that we will explore is the “Account” tab which you will probably be presented with by default. If, not click that from the menu you see at the top left of the screen.

Account

Password

Mobile

Notices

Picture

Design

From here you can enter more information about yourself and your business. This is important because the information here will be used in Twitter search and it can help people find you based on the keywords you use for your business. Most of the fields are self explanatory.

You want to be sure to enter your website address and pay particular attention to the One Line Bio field because this is where you can list your product or service. This is your opportunity to "sell" yourself and your business.

You only have 160 characters to get the job done, so you will really want to think about it carefully. You want to use as many keywords as possible, but don't spam it with just a mess of keywords, write out a readable sentence that incorporates your keywords.

*The Protect my tweets button should always be UNCHECKED in most cases.*

Checking the button will prevent your tweets from going out to the Twitter community at large and you don't want that because this is how you will get new followers! If, for some reason, you only want your tweets to go out to approved followers, then check the button, otherwise leave it as is.

The other tabs allow you go do basic functionality:

**Password** – change your password

**Mobile** - setup text messaging

**Notices** - tell twitter if you want it to email you when people follow you or when you receive a direct

**Picture** – upload a picture that will be associated with your account – a really good idea if you are trying to brand yourself!

**Design** – change your background design. There are several designs supplied but you can also have custom twitter backgrounds made that match your business or reflect your personality. More on that later in the book!

## **What To Tweet**

Ok, so now that you are all setup it's time to start tweeting! But what do you tweet about?

First, you have to think about why you are on twitter to begin with. You want to get traffic to your offerings, right?

But not just any traffic, targeted traffic that wants to buy what you have to offer. And not any targeted traffic, but traffic that you have a relationship because this type of traffic will be more trustful of you and willing to buy.

So, what you need to do is start developing a relationship.

You want to tweet about interesting things in your niche, maybe give out some links to free products or helpful information.

If you want to add a personal twist to your communications, feel free to tweet about what you are doing – this will make you seem more “human” but don’t overdo it, no one really cares to know that you went grocery shopping or what you are doing every 15 minutes.

Tweet about interesting events in your life in moderation and you won’t bore your followers to tears.

While it might be tempting to start posting sales messages right away, you really want to keep this to a minimum. Don’t spam your list with sales pitch after sales pitch or you will soon find that you don’t have any followers at all.

Try to treat your followers like you would want to be treated by someone you follow. Basically the strategy for Twitter is the same as the strategy you would use for an email list – send out lots of useful informational tweets and then throw in a sales tweet every once in a while.

Tweeting is easy, simply login to your account and you will be presented with your home page. Right smack dab at the top is the “tweet box” where you simply type in your tweet.



The image shows a screenshot of a Twitter interface. At the top, it says "What's happening?" in a bold, dark font. To the right of this text is the number "119". Below the text is a large, empty text input field with a light gray border. Inside the input field, the placeholder text "type your tweet here!" is visible. Below the input field, the word "Latest:" is written in a small, gray font. To the right of the input field is a rounded rectangular button with the word "update" in a gray font.

The number in the upper right shows you how many characters you have left for your message - (remember, you are only allowed 140). You can put text in here as well as a url but it all must fit in 140 characters. When you are done just hit the "Update" button and your tweet will be sent out immediately!

As you can see, it's simple and easy but if you do screw up, you can delete your tweets by highlighting it on the list below the tweet box and clicking the trash can icon. There is also a star icon at the top right of each tweet and clicking on this will allow you to select the tweet as one of your "favorites"

## **Building A Following**

Now that you have started tweeting, you want to start building a following and like with anything else, you must give in order to receive. Now, I know a lot of manuals will tell you to go follow a bunch of people and they will follow you back which basically gives you instant followers.

But do you really want these kinds of followers? Basically they are only following you because you followed them, not because they are interested in your product or service.

In order to get the kinds of followers you want – ones that are in your niche and might be interested in what you have to offer – you need to become a contributing member of the community.

The first step is to be sure that you have added a few valuable tweets to your account. Add stuff that will really get people interested in following you.

Making tweets that are interesting and point to information that is valuable for that niche will go a long way to getting you respect, credibility and trust.

Once you have a few good tweets under your belt, you can search twitter for people that are in the same niche and follow them. Take the time to read their tweets and reply to them specifically (you can highlight the tweet and hit the reply button, then type a reply).

If you find a really great tweet you might retweet it – just highlight the tweet and click the retweet button and this will retweet it to your followers.

You want to get in the habit of spending some time on Twitter each day – making a few tweets that update your followers on what you are doing with your business as well as information that is happening in your niche and looking at other peoples tweets as well. But remember, when it comes to tweeting, quality is better than quantity.

Once you have some followers, then you can check out who else they are following as well as who is following them and find even more people in your niche that you might want to follow and who might follow you back.

### ***Getting Followers From Your Followers***

So how do you find out who is following you? Simple, login to your account and look on the right hand side. You will see a box with your picture and under that will be your number of followers as well as how many people you are following.



Click on followers and you will get a screen of all your followers. Click on the image of any follower and another screen will come up with their statistics. You can then click on “following” or “followers” to see who else they are following or who is following them. From there you can follow any of these people that you think might be beneficial to your or who you want to follow you back in return.

### ***Searching For Followers***

Another thing you can do is search twitter for people that are in the same niche. You do this by typing a keyword into the search bar on the right hand side of your twitter “home” or by going to [search.twitter.com](https://search.twitter.com) and simply typing in the keyword of your niche.

So, if you are in the internet marketing niche, you might type in “internet marketing” which would yield a list of people who have this keyword in their profile or in the tweets.

From this list of people you can find ones that you might like to follow you and then follow them – you’ll find that many of them follow you back and these are people that are truly interested in what you have to say.

When you are thinking up keywords to search on, sometimes it pays to think out of the box. You want to try to think of complimentary keywords where people might want to buy your product.

For example, if you sell an ebook on weight loss, you might want to target people of a certain demographic that usually are interested in weight loss. Middle aged women, women who have just had a baby - etc... Sometimes thinking out of the box can get you new customers too!

## **Finding Followers Outside Of Twitter**

Once you are done searching Twitter, there are a couple of other places you can look for followers.

One of these is [twellow.com](http://twellow.com). You can search through this site using the different categories to find people with your same interests and people in your niche. You can also add your account so that like minded people can find you!