



GET THE MOST OUT OF OUR TWITTER SERVICE

We're doing the toughest part for you, getting you targeted Twitter followers, now all you have to do is engage your audience!

The best way to convert your Twitter followers into leads is to catch their attention with your Tweets. The most effective way to use Twitter is to Tweet regularly with **engaging, original** and **interactive** Tweets that position you as an authority in your field and indirectly draw them into engaging with you and your business. You should not try to directly sell or advertise your products on Twitter, that's what ads are for.

Follow these 10 simple steps and turn your Twitter followers into clients.

1. Tweet at least once each business day between noon and 5pm.
2. Make Tweets conversational and casual, but useful or engaging.
3. Add links for further reading in your Tweets, shorten links with <http://bit.ly>.
4. Make 90% of your Tweets about other people, articles, events, news, trends, or information that isn't specifically about you or your business.
5. Always include your own "expert opinion" or "take" on the subject, so you are still always perceived as the expert or authority.
6. Write Tweets in direct response to other people's Tweets, always @mention the person you are responding to.
7. When talking about a person, business, or entity on Twitter, use their @mention name, not their website or business name. (ie. Currently reading latest blog by @SEOmox finding the latest SEO conference info.)
8. Use 1 or 2 #hashtags in every Tweet that has helpful info. The tags describe the topic of the Tweet.
9. Connect your mobile phone to your Twitter account so you can Tweet by sending text msgs to "40404".
10. Connect your Facebook & Twitter accounts so your FB posts forward to Twitter automatically.

For an in-depth understanding of these and other Twitter concepts please continue reading

No time to tweet?

Submit your tweets to us and we'll post them for you at peak times!

Not sure what to tweet?

We've broken the process down into manageable categories so you'll never get writers block again!

Download our tweet submission template here:

<http://bit.ly/Tweetsheet>

BECOME KNOWN AS AN EXPERT AND/OR A RESOURCE

Essentially, Twitter is a shorter and more viral form of blogging, so the same rules actually still apply, and by constantly writing or tweeting about your expertise on a specific topic, you'll become known for it and people will gravitate to you and follow you. If you already have a blog, then I recommend using Twitterfeed, so you can syndicate your posts on Twitter automatically.

For many people, Twitter has become a filter. Trusted experts are relied upon to send their followers interesting and relevant links. You can sub-scribe to blogs and keywords using Google.com/alerts, and then act as an arbiter for your topic, constantly pushing out the best content.

Do you want to become known as a personal finance enthusiast? What about a search engine marketing consultant? The best thing you can do for your brand on Twitter is to take your current inter-ests and activities and establish a feed on Twitter to deliver that content to your audience again and again.

If you are an expert in your field, then have Q & A sessions, where you answer questions from your followers. The more you tweet about the topic you want to be known for, the more people will remem-ber you and when they need your expertise, they will contact you. It's that simple!



THE BASICS

Tweet Length - You've got 140 characters or less in which to communicate one thought. This means you will need to become practiced in the art of brevity. Abbreviating words, substituting words with numbers (ex: to=2, for=4, etc.), and policing your verbosity will aid you in effective tweeting!



Use a url shortening service like bit.ly to shorten your links and track who's clicking on them.

Interacting with other Tweeters - Once you begin to tweet, you'll see tweets that you'd like to comment on, or reply back directly to the person who posted that Tweet. When doing so, you need to use the "Reply" arrow, located just to the right



of that person's tweet message. This brings up a "@" symbol with their username in a new Tweet Box. In the Tweet Box you can type a new Tweet and mention that person directly. If their Tweet was sent a while ago, it will help that person and others understand what you're replying to if you copy and paste part of their Tweet into yours.

Here's a good example of this:

"Thank you! This is a popular topic! Always nice to hear other mom's ideas/tips!
[@bigcitymoms](#): [@thepinkyproject](#) great tip!"

"[@StressFreeKids](#) You always have such uplifting things to tweet! I love it! "

When doing this, it connects your response to theirs, and lets them know exactly what you are responding to, because they can then click on the link included in your response that says "in reply to Username". This keeps conversation flowing, and eliminates lots of "Huh, what do you mean" or "What are you talking about" tweets!

The Hash Tag – You will see people typing things with a "#" before a word and the color of the word is different. This is a hashtag and all it does is helps people search for Tweets relevant to that "keyword" or topic. The purpose of the hashtag is to show people what your tweet is about to help make searching for Tweets relevant to a certain topic easier. So if you want a Tweet to appear better in a search so other people can find it, type the "#" symbol + a keyword or phrase of the topic that your Tweet relates to.



Examples would be: [#lasvegas](#), [#thingsilove](#), [#healthtip](#), and [#pricesthatshockyou](#). To do a search, type the # symbol then the keyword or phrase you are looking for, hit search, and you will be provided with a list of Tweets that match your terms.

Using Hashtags - Although not terribly complicated, hashtags have some unwritten rules.

The primary one to remember: hashtags do not contain spaces no matter how many words are in the phrase, so if you're searching for tweets with the hashtag "Thai Food" it must be typed as "[#ThaiFood](#)" or "[#thaifood](#)", but never "[#Thai Food](#)" or "[# Thai Food](#)" with a space. Try to use one hashtag in each Tweet to help people find it in a search, but make sure the hashtag is relevant to the topic of the Tweet.

Here are two good examples how to use hashtags

"Good design is a lot like clear thinking made visual. — Edward Tufte
[#WebDesign](#) [#Quote](#) "

"Let Master [#Sushi](#) [#Chef](#) Izumiya's authentic hands guide your taste buds on a journey to [#Japan](#), right in the middle of [#NY](#) "

Re-Tweeting - Say you find a Tweet that you want to share with your friends and followers. The coolest and most Twitter-friendly method for sharing tasty Tweets is to RETWEET.



Retweeting has two benefits - It shows that you are interested in other people, and it will bring attention to both you and the retweeted party. Retweeting helps you get noticed! Don't retweet everything...simply share tweets with great links or quotes, and the rest falls into place!

How to Retweet - Simply type RT then space then @---then copy the body of the person's Tweet, and paste it directly after the @ symbol.

Looks something like this - RT @PixelMe_Pink get 100-300 new twitter followers/ business leads for free in one month. no credit card, no contract, no catch...free.
bit.ly/freetwt

Remember, however, that you are still limited to 140 characters, so you may need to tidy the message up a bit, abbreviate, or eliminate words and just leave links.