

Twitter \$ecrets To \$uccess

E-Z SHORTCUTS TO:

- Get TONS of Followers!
- Build your Brand!
- Drive Traffic To Your Site!
- Make That Bird CRAP MONEY!



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Introduction

Twitter is officially a mainstream phenomenon. This free* handy guidebook is my gift to those looking to jump their small business on the bandwagon. (Just like Ashton and Oprah!) I have spent hundreds of hours researching and using Twitter. This guide is a roadmap and reference for everything you need to get the most out of Twitter. As a result of these techniques, I can attribute most of my online sales directly to my interactions with people on Twitter. If you read and follow all of my guidance closely, I guarantee** you will become a Twitter success!

Paul Reynolds,

Web 2.5 Social Media Marketing Expert & All Around Swell Fella'

** Details of this asterisk are located elsewhere in this free* guidebook.*

*** Any guarantees, explicit or implied by the author are pretty much useless.*

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Chapter 1: Don't Suck.

Don't count followers. It doesn't matter how many you've got. It doesn't matter how many anybody else has, either. Sometimes, I get followers that I actually don't want to follow me. So get over it, already.

Don't beg for followers. What's worse than obsessing over a relatively meaningless number? Talking about it and junking up everyone's timeline. That number isn't even accurate most of the time. Just stop it.

Don't assume you'll be followed back. Are you catching the trend here, yet? Follower statistics don't matter. Only be concerned about followers if nobody is talking to you. Don't be a low-value follower. And for crying out loud, don't re-follow someone as an attempt to “nudge” them.

Don't spew. Every tweet should not contain a link to your site. Every tweet should not be an @reply to someone. Every tweet should not be a Re-tweet. Every tweet shouldn't be an automatic tweet from TwitterFeed or similar service. Every tweet should not be repetitive. See how annoying it gets?

Don't talk *at* everyone. Listen to your followers! Nothing is more annoying than not knowing if someone even reads their @replies or not. I don't mind if someone doesn't reply directly to me as long as I know they're listening.

Don't ask “ice breaker” questions. Yeah, I know. It's *social* networking. But save the pick up lines and conversation starters for embarrassing yourself in real life.

Don't be the constant sales pitch. You may be marketing on Twitter, but your tweets are not radio spots or newspaper ads. This is not a media you buy into with resources. There is no traditional ROI as you know it.

Don't be annoying. Ultimately, this is what “not sucking” is all about. I don't have enough time and patience to teach you how to be cool in all aspects of life. So let's hope Chapter 2 gets you in the right track.

Chapter 2: Be Awesome.

Be self aware. People that follow you are trusting you will be worth following. Go look at your public profile right now. *Would you follow you?* Respect their timeline by not tweeting too much. But be aware that some repetition may be necessary if most of your followers follow a lot of other people and you get lost in the noise. Repetition does NOT mean the same exact tweet every 20 minutes (See Chapter 1). It's a delicate balance and up to you to know your audience well enough to maintain it.

Interact. Engage, reciprocate, and converse for crying out loud! It's a giant community. Get involved and be a part of it. Read what people are tweeting and remember details of your active followers that you've interacted with before. If you recall @joeschmoe announcing he was going on vacation last week, ask him if he had a good time. What does it specifically and directly have to do with your business? Probably nothing and absolutely everything.

Be an interesting person. Don't be a faceless logo or “Twitter marketer”. People that follow you for more than a few days should know who YOU are. Give them personal insight and behind the scenes glimpses. Become somebody that they'll miss when you're not online.

Don't be just one thing and don't be everything. Show your facets. Don't be afraid to talk about off-topic things occasionally. Then again, people probably aren't following you to get their breaking news or sports play by play commentary. There's better resources for that on the Internet than you.

Reward your followers. Announce big news on Twitter first. Give them special discounts. Recognize other awesome people on Twitter (and take notes on what they do to make you think they're awesome).

Have fun with it. It's just another way for new people to discover your business and give your existing customers a stronger connection to you. If you enjoy what you're doing, people will enjoy hearing about it.

Afterward

I hope you've gathered by now that the joke is there is no shortcut secrets to Twitter success. While I have definitely made a lot of friends and a few sales thanks to Twitter, I'm no expert and I'm still learning everyday. But I do already know that there are no shortcuts and Twitter is not a magical revenue stream. If you're going to get anything out of it, you're going to have to put a lot into it. Just like everything else in life.

**** About That Asterisk***

Um, yeah. You know that whole free* thing? Well by virtue of *spending* (wasting?) your time reading this little micro e-book, you've already paid more than your fair share. As a matter of fact, I owe you. So if you have a dog you love or know a dog lover, you can use the coupon code **CRAPMONEY** to get 15% off your entire order at <http://bakersdog.com>.



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