

Social Media Outcomes

Attract Clients Online & Increase Your Income!



Social Media & Online Networking Mastery Webinar 2: Twitter

Rick Cooper
Author, Speaker, Coach

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

“Social media is social!”



Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

What You'll Learn

- The best ways to leverage Twitter to find and connect with people
- How to make sense of the Tweet Stream
- How to communicate back and forth with people
- Tips to find influential people on Twitter

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Phone: 916-905-2464

Join me at Facebook.com/SocialMediaOutcomes

Social Media Outcomes

Attract Clients Online & Increase Your Income!



Rick Cooper
Author, Speaker, Coach



Social Media Outcomes

Community Page about Training

✓ Liked



Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Quote

“Just be nice, take genuine interest in the people you meet, and keep in touch with people you like. This will create a group of people who are invested in helping you because they know you and appreciate you.”

~Guy Kawasaki

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Make Money with Twitter!



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Why Use Twitter

- Ability to reach many people
- Post short messages (Quick and Easy)
- Automate posts
- Track lists of people easily
- Easy to create social currency

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Phone: 916-905-2464

Twitter Profile



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Phone: 916-905-2464

How to Use Twitter

- Post several messages per day
- Alternate between value tweets and promo tweets
- Check your mentions and respond back
- Retweet posts from your friends
- Find and follow people quickly

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Twitter Home

Home @ Connect # Discover Me Search

Social Media Outcomes → Attract Clients Online & Increase Your Revenue

Rick S. Cooper, MBA
View my profile page

8,534 TWEETS 7,856 FOLLOWING 10,034 FOLLOWERS

Compose new Tweet...

Trends · Change

- #mozcon
- #StraightUpTellSomeoneTheyreHot
- #MessageToMyFutureSpouse
- #FollowMeLittleMixStudio
- #leadfromwithin
- Nancy Grace
- Adam Jones
- Jenn
- The View
- Flo

Tweets

Mary Allen @LifeCoachMary 33s
What's possible for you when inner peace is soaring? Free new video series: ow.ly/cFQUx
Expand

Online Marketing @blackballonline 34s
DVD Duplication - Professional Quality - Low Prices - bit.ly/aM81ct via @imagineam
Expand

ZillowforPros @ZillowforPros 3h
Tip: With Zillow, you can get more leads. Learn more! cards.twitter.com/cards/7jysv7/66
Promoted by ZillowforPros
Followed by Rex Dow, CherryCreek Mortgage and Jeanne Lynn.
View promotion

Barbara Jacoby @letlifehappen 36s
Editorial: Bullying - Charleston Gazette letlife.in/16oRScj #Bullying
Expand

905-2464

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Tips for Tweeting

- Craft a series of promotional messages
- Post promotional messages over time
- Last 10 Tweets (Variety)
- Compile a list of short quotes to post
- Keep tweets under 140 characters

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Powerful Search

The screenshot shows a Twitter interface with a search bar at the top containing the text "baby boomer retirement". Below the search bar, the navigation bar includes "Home", "Connect", "Discover", and "Me". A banner for "Social Media Outcomes" is visible, with the tagline "Attract Clients Online & Increase".

The left sidebar contains a "Tweets" section with a "People" subsection showing profile pictures of several users. Below this is a "Who to follow" section with three suggestions: "Seattle @VisitSeattle", "aheartforgod @aheartforgod", and "dsmpublishing @dsmpublishing".

The main content area displays "Results for baby boomer retirement". It lists three tweets:

- Construction Dive @constructdive** (34m): "Wine tastings and music clubs. Is this how you build a **baby boomer's retirement** paradise? ow.ly/gPurz"
- Jeff Smith @JeffsTeamFreedm** (6h): "Baby Boomer Weight Loss - Go To **Retirement** : Go To **Retirement** bit.ly/SEuYNS"
- Retirement Media @RetirementMedia** (18h): "Debt Killing Ideas for **Baby Boomer's Retirement** Planning bit.ly/uJ1BX7 #boomers #babyboomers"

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Quote

"At Twitter, mobile is in our DNA ... For us, it's all about mobile, and it always has been."

~**Biz Stone, co-founder of Twitter**

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Twitter.com/RickCooper (Before)



Rick S. Cooper, MBA
@RickCooper
Speaker, Trainer, Coach | Online Marketing & Social Media Expert |
Copywriter | Affiliate Manager | Author | Encourager
Sacramento, CA · <http://www.SocialMediaOutcomes.com>

6,703 TWEETS	8,986 FOLLOWING	8,227 FOLLOWERS
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Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Twitter.com/RickCooper (After)



The image shows a Twitter profile card for Rick S. Cooper, MBA. The header features the text "SOCIAL MEDIA OUTCOMES" in white, bold, sans-serif font, with a white arrow pointing to a small circular profile picture of Rick. To the right of the profile picture are three small white circles. Below the profile picture, the name "Rick S. Cooper, MBA" is displayed in white, followed by the handle "@RickCooper". The bio text, also in white, reads: "Author, Speaker, Coach | Social Media Marketing Expert | Copywriter | Specializes in Serving Speakers and Coaches Sacramento, CA · SocialMediaOutcomes.com". The background of the card is a dark blue gradient with a large, semi-transparent image of Rick S. Cooper on the right side. At the bottom, there are three statistics: "8,534 TWEETS", "7,856 FOLLOWING", and "10,034 FOLLOWERS". To the right of these statistics is a message icon with a blue circle containing the number "20", and a button labeled "Edit profile".

SOCIAL MEDIA OUTCOMES

Rick S. Cooper, MBA
@RickCooper

Author, Speaker, Coach | Social Media Marketing Expert |
Copywriter | Specializes in Serving Speakers and Coaches
Sacramento, CA · SocialMediaOutcomes.com

8,534 TWEETS 7,856 FOLLOWING 10,034 FOLLOWERS

20 Edit profile

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Phone: 916-905-2464



Demonstration:

Post a Tweet

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

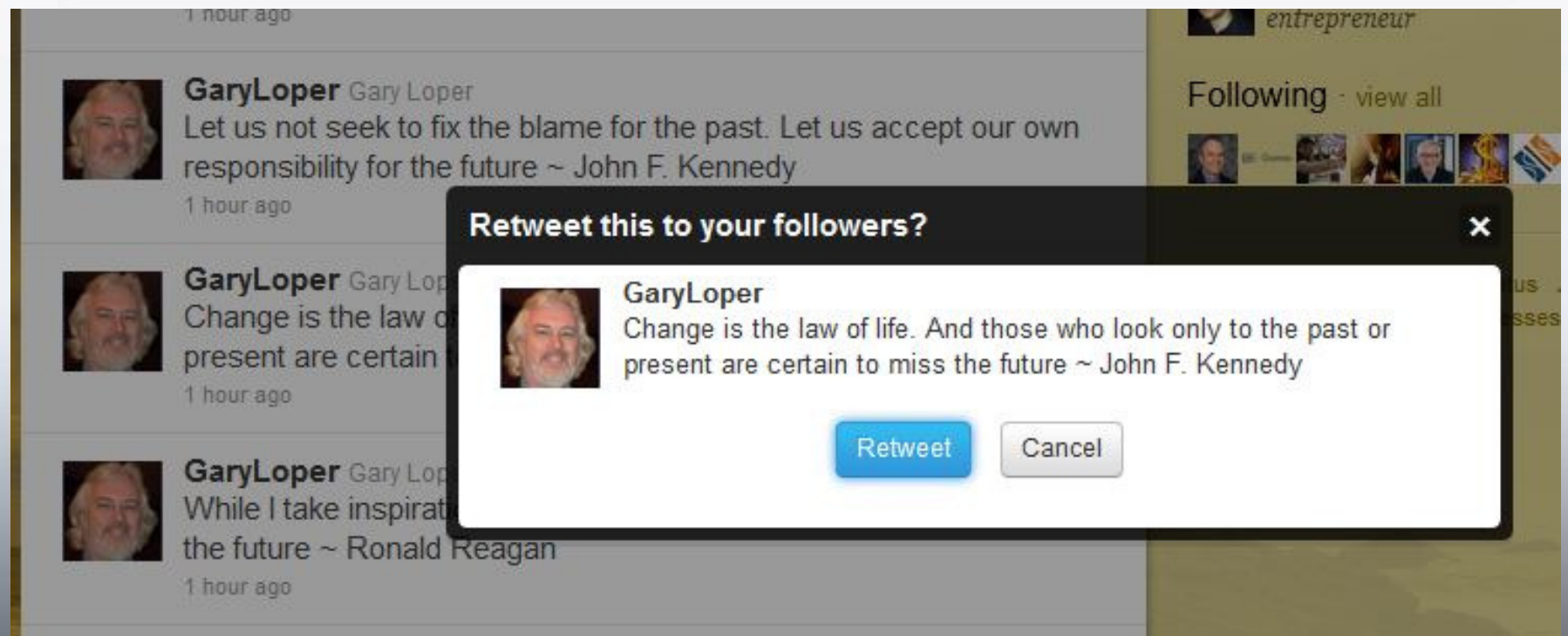
Retweets (Sharing tweets)

- Create social currency by retweeting people
- Create a list of people to retweet
- Look for quotes you like
- Find tips and strategies you agree with

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It's Easy to Retweet



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How to Get Followers

- Follow people and follow back
- Who to Follow (Search by name)
- Use Twellow to search by profession
- Search using hashtags #babyboomer
- Suggestions in sidebar

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Spend 15 minutes a day
searching for influential people

Email: Rick@SocialMediaOutcomes.com
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Find Followers on #FollowFriday



Rick S. Cooper, MBA

@RickCooper

RT @smoothsale: #FF Biz Advisors
@RobBorgCoach @RickCooper @rgbrody
@future Simple @leadwithpurpose
@Inspire_Us @bobwrightATL @DanWaldo

← Reply 🗑 Delete ★ Favorite

12:20 PM - 13 Aug 12 via HootSuite · Embed this Tweet

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Twitter Grader

 **rickcooper**

 Grade

100
Out of 100

Rank 69,905 out of 9,315,092	Followers 7,580	Following 8,359	Updates 4,399
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[How It Works](#)

Account Summary

Full Name: [Rick S. Cooper](#)

Bio: Speaker, Trainer, Coach | Joint Venture Manager | Affiliate Marketing | Social Media Strategist | Online Marketing Expert | Author.

Location: Sacramento, CA [\[SACRAMENTO\]](#) [\[California\]](#) [\[United States\]](#)

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What to Post

- Post quotes
- Share a blog post
- Retweet content
- Share a photo or video
- Reply to someone

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What Should You Tweet?

Most ReTweetable Words & Phrases

- | | |
|------------|--------------------|
| 1. you | 11. please retweet |
| 2. twitter | 12. great |
| 3. please | 13. social media |
| 4. retweet | 14. 10 |
| 5. post | 15. follow |
| 6. blog | 16. how to |
| 7. social | 17. top |
| 8. free | 18. blog post |
| 9. media | 19. check out |
| 10. help | 20. new blog post |

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Build Relationships on Twitter

- Watch who follows you and send Direct Messages (DM)
- Retweet people
- Reply to people
- Create social currency by sharing someone else's blog posts

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Thank People!



Rebecca Johnson

@getnetworking

Following



Thank you! RT @caroldeckert: I added @getnetworking as one of my influencers on @klout. Who influences you? po.st/7SGI8y

↩ Reply ↻ Retweet ★ Favorite

12:15 PM - 15 Aug 12 via TweetCaster for Android · Embed this Tweet

Reply to @getnetworking @caroldeckert @klout

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464



Demonstration:

Find Someone to Follow

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Ready for More?



Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

My Twitter Formula (10 posts/day)

- 2 quotes a day
- 2 Retweets
- 2 Replies
- 2 blog posts
- 2 Promotion

NOTE: Remember the 80/20 Rule of Social Media

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Viral Marketing Tips

- Create messages people want to retweet
- Add value
- Develop a retweet relationship
- Find Social Media Partners

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Share Tips and Strategies



Jennifer Bourn

@jenniferbourn

Following



From the Blog: 29 of My Favorite Twitter
Tips bourn.co/A4iL51

← Reply ↻ Retweet ★ Favorite

1

FAVORITE



5:03 AM - 15 Aug 12 via Tweet Old Post · Embed this Tweet

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Use a Lead Capture Page



Rick Cooper
Author, Speaker, Coach
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Rick S. Cooper, MBA
@RickCooper

Get my Free Report on 7 Steps to Create a Lead Capture Page. Download it here: ow.ly/cCU2S

← Reply Delete ★ Favorite

2:57 PM - 15 Aug 12 via web · Embed this Tweet

Reply to @RickCooper

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Cross-pollinate your Networks



Rick S. Cooper, MBA

@RickCooper

Visit my Facebook Page now and post your favorite Twitter Tip: [facebook.com/socialmediaout...](https://www.facebook.com/socialmediaoutcomes)

← Reply 🗑 Delete ★ Favorite

3:40 PM - 15 Aug 12 via web · Embed this Tweet

Email: Rick@SocialMediaOutcomes.com

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Tweet Consistently



Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Who to Follow

- Follow active Twitterers
- Follow people who have a professional background image
- Follow your competitor's followers
- Follow bloggers

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Phone: 916-905-2464



**Follow people with
over 2,000 followers**

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Don't Follow Spammy Accounts

Tweets



VoucherCodes 123 @vouchercodes123

9m

Deal | London Special: Six Yoga Classes £22 from Groupon MyCityDeal goo.gl/H9kAs

Expand



VoucherCodes 123 @vouchercodes123

38m

Deal | Hello Kitty Large Nail Set Pink from M and M Direct IE goo.gl/twjXe

Expand



VoucherCodes 123 @vouchercodes123

43m

Deal | 50% off Wallpaper from Laura Ashley goo.gl/1L1A5

Expand



VoucherCodes 123 @vouchercodes123

1h

Deal | National: king-size Soft Sleep Supreme 250 memory foam from KGB Deals goo.gl/v7PhW

Expand

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Quote

"Engaging in an authentic, meaningful conversation with consumers will be the key to marketing success and growth, even if that means acknowledging negative feedback; transparency is paramount."

~Ron Blake

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Share an Offer



Carol Smith

@CarolSmithCEO

Following



Network with leading players on [#LinkedIn](#).
Learn how with a Free 10 minute profile
review and consult. bit.ly/Pgx

← Reply ↻ Retweet ★ Favorite

1

FAVORITE



12:15 PM - 6 Aug 12 via HootSuite · Embed this Tweet

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Promotional Tweet



Eric Lofholm

@EricLofholm

Following



Sales and Business Networking Seminar with
Eric Lofholm and Rick Silva
saleschampion.com/go/salesandnet... via
[@branding4u](#)

← Reply ↻ Retweet ★ Favorite

12:08 AM - 15 Aug 12 via Tweet Button · Embed this Tweet

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464



Demonstration:

Post a Promo Tweet

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Keys to Develop Relationships on Twitter

- Identify your Top 10 people to contact
- Respond to anyone who “mentions” you
- Be proactive in identifying your ideal clients and follow them first

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Create Social Currency



Rick S. Cooper, MBA

@RickCooper

Great blog post from @Adryenn Ashley on Viral Marketing. Read it here: wowisme.net/viral-marketing... (Very helpful!)

← Reply 🗑 Delete ★ Favorite

2:38 PM - 15 Aug 12 via web · Embed this Tweet

Reply to @RickCooper @adryenn

Rick Cooper
Author, Speaker, Coach



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Email: Rick@SocialMediaOutcomes.com

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You Will Start Thinking in Tweets



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Quote

"Twitter represents a collective collaboration that manifests our ability to unconsciously connect kindred voices through the experiences that move us. As such, Twitter is a human seismograph."

~Brian Solis

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View Analytical Reports

Ow.ly Click Summary

[Labels](#) ▴[Share](#)[Export](#) ▴[Print](#)[More Actions](#) ▴[« Back to Report List](#)

Ow.ly : Most Popular Links



- | | | |
|---|--|-------------|
| 1 | http://ow.ly/cCTaL http://socialmediaoutcomes.com/go/who-is-your-i...
Blog post on SocialMediaOutcomes.com: Who is Your Ideal Client? Read it here: http://ow.ly/c... | 7
clicks |
| 2 | http://ow.ly/cVDOs http://socialmediaoutcomes.com/go/a-virtual-ass...
Need help attracting clients? Blog post on SocialMediaOutcomes.com: A Virtual Assistant Can... | 5
clicks |
| 3 | http://ow.ly/cVDXX http://socialmediaoutcomes.com/go/get-rich-in-y...
Blog post on SocialMediaOutcomes.com: Get Rich in your Niche. Read it here: http://ow.ly/cVDXX | 4
clicks |
| 4 | http://ow.ly/cCTCy http://socialmediaoutcomes.com/33email/
Get my Free Report on 33 Simple Strategies to Build your Email List. Download it here: http://o... | 4
clicks |

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Tweet Daily!

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Use 3rd Party Sites to Leverage Twitter

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Tweetdeck



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SocialOomph

The screenshot shows the SocialOomph website interface. At the top, there's a navigation bar with tabs: Clout, Vet New, Friend Finder, FF Keywords, Sync, and Wipe. The 'Vet New' tab is active. Below the navigation bar, the main heading is 'Vet New Followers'. To the right of this heading is a button that says 'Click Here to Test Drive SocialOomph Professional'. Below the heading is a 'Settings' button. A paragraph of text explains the 'Source: Vet New Followers' and 'Source: Keyword Friend Finder' options. Below this text is a table with three columns: PROFILE, SAMPLE TWEET AND STATISTICS, and DECISION. The table contains two rows of user data. The first row is for '9northrecords' (Nine North Records) and the second row is for 'acsecrets' (Derrick Van Dyke). Each row shows a sample tweet and statistics, and a decision column with radio buttons for Approve, Ignore, Block, and Spam.

Welcome to HootSuite - The Profession... 47 Awesome Twitter Tools You Should ... Vet Followers » SocialOomph.com

Clout **Vet New** Friend Finder FF Keywords Sync Wipe

Vet New Followers

[Click Here to Test Drive SocialOomph Professional](#)

[Settings](#)

Please scroll to the bottom of this page for instructions and information on what this page is and does.

"Source: Vet New Followers" means the person came from the account automation that's available to Free and Professional users, i.e., the person is already following you. **"Source: Keyword Friend Finder"** means the person came from keyword-based following (Friend Finder) that's available to Professional users.

PROFILE	SAMPLE TWEET AND STATISTICS	DECISION
 9northrecords Nine North Records Nashville, TN Nine North Records is proud to be Nashville's first virtual record label. We provide promotion and marketing services to country artists. http://www.ninenorthre...	<i>Source: Vet New Followers</i> <i>Account: nickcooper</i> thanks for the mentions & RTs @RyleeAgnes19 & @LidiaGlenn_21! 11 hours, 46 minutes ago Joined Twitter 3 weeks, 3 days ago Following: 2,822, Followers: 2,746, Updates: 276 By others - Approved: 100%, Ignored: 0%, Blocked: 0% Show More Tweets	☐ Approve ☐ Ignore ☐ Block ☐ Spam
 acsecrets Derrick Van Dyke www.AffiliateCashSecrets.com - Get Your Own Automatic Money Machine http://affiliatecashse...	<i>Source: Vet New Followers</i> <i>Account: nickcooper</i> To Get Free Affiliate Marketing 7 Day Ecourse, Go To http://www.MyAffiliateMarketingOnline.comAffiliateMarketi.. http://bit.ly/4gnjFf 4 hours, 16 minutes ago Joined Twitter on 2009/05/23	☐ Approve ☐ Ignore ☐ Block ☐ Spam

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Twellow

Realtors

12,797 Profiles

Page 1 of 640 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [→](#)

Jump to page: [▼](#)



1. **Kevin Cottrell** | ([kevincottrell](#) on Twitter)

Registered!

Leading Real Estate Media and Economic Expert, I share current and breaking news and critical info focused on real estate, financial/mortgage markets

Login to Follow

Followers: 86,195 Location: St. Louis, MO

[View my full profile!](#)

More Info



2. **Dan Tanner** | ([DanTanner](#) on Twitter)

Registered!

Stock Market, Stocks trading, Options trading, mortgage banking, Internet marketing, Social Media, a nice person

Login to Follow

Followers: 72,275 Location: Southern California

[View my full profile!](#)

More Info



3. **Marco Santarelli** | ([MarcoSantarelli](#) on Twitter)

Registered!

Investor, author and president of Norada Real Estate Investments – a real estate investment company offering well-researched real estate in emerging US markets.

Login to Follow

Followers: 65,294 Location: California

[View my full profile!](#)

More Info

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FriendorFollow.com

Following

Sort by Username

rickcooper's following these 1493 people, but they're not following rickcooper back. [\[tweet this\]](#)
Export as CSV.

If you like Friend Or Follow please rank us on **oneforty**.

[Twitter User Growth Chart](#) | [Top 100 Most Followed Users](#) | [Top 100 Most Following Users](#)



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Hootsuite

The screenshot shows the Hootsuite 2.0 website. At the top, there's a navigation bar with the Hootsuite logo, a 'Forgot Password?' link, and login fields for 'Email:' and 'Password:'. Below this is a large banner area with the text 'The professional Twitter client.' and a green 'Sign up now »' button. To the right of the banner is a video player showing a preview of the Hootsuite interface, with a 'Watch the video tour »' link below it. Below the banner are four feature cards: 'Team Workflow' (with an icon of three people), 'Track Statistics' (with a bar chart icon), 'Brand Monitoring' (with a magnifying glass icon), and 'Personalized View' (with an icon of three columns labeled 'Favs', 'Mentions', and 'DMs'). Each card has a brief description of the feature.

Welcome to HootSuite - The Prof... @rickcooper's Twitter Following - Frien...

hootsuite 2.0

Forgot Password? Email: Password: L

The professional Twitter client.

Sign up now »

Watch the video tour »

Team Workflow »
HootSuite makes it easy to manage multiple users over various Twitter accounts.

Track Statistics »
Impress your friends, your boss, or just yourself with our link statistics and visualizations.

Brand Monitoring »
Find out what people are saying about your brand right now.

Personalized View »
Organize your Twitter streams into tabs and columns. Personalize the layout just the way you want it.

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What are YOU
Committed to Take Action
On This Week?

Email: Rick@SocialMediaOutcomes.com
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Next Steps

- Set up a Twitter account
- Set goals
- Create a series of promo tweets
- Post daily
- Apply the 80/20 rule to tweets

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Social Media Outcomes

Attract Clients Online & Increase Your Income!



Facebook.com/SocialMediaOutcomes
Facebook.com/RicksCooper
Twitter.com/RickCooper

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