

Become A Twitter Expert & Grow Your Business

Provided by @CAROLMORTAROTTI



Please note this *Twitter Guide* is for your benefit. It is a resource and there is no assumption for its use or guarantee of its accuracy. I give you permission to share this with anyone you feel would benefit because sharing is caring! Most important remember to always be kind, be professional, and tweet responsibly.

Why Use Twitter?

Every day millions of people connect on Twitter. In its infancy it was predominantly used for personal reasons like letting friends or followers know what you had for breakfast but now it has developed into a powerful tool to engage with your customers and grow your business. You don't have to be a big brand to benefit, the average Joe can be a celebrity on Twitter and the best part is that it's FREE to promote your products and services. Twitter gives you an opportunity to share news about your business, listen to what customers are saying, receive & respond to feedback, see what your competition is up to, take a poll, hold a contest, get breaking news and see what's trending. Since you can tweet with anyone on Twitter that has a profile, it's a simple way to reach out to your customers or potential customers from all over the globe. Another plus is your Twitter profile now shows up on Google searches because Twitter has such a high search rank; and unless you go in to your Twitter profile and select "protect my tweets", your tweets can be indexed in the public search engines for the terms you use. Overall Twitter is a great platform to connect and engage using creativity. So now that you know a little bit more about Twitter, let's get your started!

When To Start & How Much Time Will You Need?

Now that you've decided your target audience is probably using Twitter and it is worth a shot, the time to get start is NOW! Start connecting, engaging, spreading the word about your business, and grow your followers today; don't wait until you have a big announcement.

How much time will you need? I know what you are thinking, is Twitter going to consume endless hours of your life? Snapping a photo or typing out a 140-character message is quick and easy, and it can even be done from your Smartphone or scheduled in advance. Create a spreadsheet with tweets for the next week or month including links and photos, and this task will be much less time consuming. Once you collect all the content it should only take about one hour per week to schedule all the tweets on the platform you choose.

How To Correctly Set Up Your Twitter Profile

First you need to decide what name you will use as your Twitter profile username. You can either choose your real name if *you* are the brand and/or sell different products, or you can select the brand name. The good news is, as long as the username isn't already taken, Twitter allows you to change the profile name as often as you please. #Phew!

Go to www.Twitter.com

- Add a professional picture or your logo image.
- Add an interesting bio. Make it catchy so it stands out and people want to follow you. Take a look at your competitors or guru's profile to see what they wrote for ideas.
- Use 1-3 #hashtag keywords in your bio, for example #socialmedia #speaker.
- Include 1-2 links in the bio description using a link shortener like goo.gl.
- Add your website URL in the website section (or any other one of your links).
- Go through your settings and set your notifications to your preferences.
- Change the background to a branded one:
 - Create your own background for free at www.freetwitterdesigner.com
www.colourlovers.com/themeleon/twitter or
 - Get customized backgrounds at www.twitart.com or www.fiverr.com/
- Add a Header image that shows up as the background on smartphones.
- Change them up occasionally when you have new products etc.

I don't suggest using TrueTwit validation because the whole point is to engage with other tweeps. If you make someone take an extra step to validate their profile in order to be able to tweet with you, this might discourage followers (like me!).

TIP: BEWARE! Don't click on suspicious links in your DM stream that urge you to see what they're saying about you...it's a virus meant to steal your password.

Finding Friends & Key Profiles To Follow

Twitter allows you to view anyone's list of followers as well as whom they are following. This makes it a lot easier to get laser-targeted followers. Find someone in your niche, a guru, competitor, and follow all the same people they do and then target their followers! Yes this is a process, and it does take time, but a lot can be automated so check out the tools I've provided to help you with this task.

- Only follow 50 people a day to begin with until you reach 2,000 followers.
- Go to www.search.twitter.com the search engine for Twitter, and type in a guru's name, an industry or keyword #hashtag. Follow them and all of the their followers.
- Use www.Twellow.com to find people to follow with similar interests.
- Use www.localtweeps.com to find people in your local area to follow.
- Use www.tweetstork.com to target and related followers.
- Use www.twitterfall.com to find the latest trends/hot buzz.
- While on Twitter perform a search using keywords, #hashtags or industries to find profiles to follow.

Twitters follow limits:

When you first begin every account can follow 2,000 users total. Once you've followed 2,000 users, there are limits to the number of additional users you can follow. Typically the max is 1,000 followers per day but this number is different for each account and is based on your ratio of followers to following. Beware Twitter monitors accounts to make sure they aren't being too aggressive following other profiles.

What to do if you've hit a follow limit:

If you've reached the account follow limit of 2,000 users, you'll need to wait until you yourself have more followers before you can follow additional users. To jumpstart your profile think about buying 1,000 or 2,000 followers on www.fiverr.com but remember they are usually fake profiles, it is only to overcome the initial follow limit.

You want to **un-follow** profiles that are not following you to free up more profiles you can then follow. Here are a few suggested programs: www.justunfollow.com , www.iunfollow.com and www.untweeps.com. ***TIP:** Before unfollowing profiles create a whitelist - a list of Twitter usernames that you want to follow no matter if they follow you or not.

Best Practices for What, How, When & Tips For More Engagement

- It's best to tweet about relevant content about your business, keeping it lively and current with your own tone/voice to engage your target audience.
- Start out with a goal to tweet once a day, building up to 5 tweets per day. To help out with this task you can schedule tweets. (see the automation section below).
- Weekdays & Weekends from 8am to 7pm EST seem to get the best results for engagement with the after hours dropping off. Most accounts forget to tweet on the weekends, which can be a big mistake especially if you are a brand where people are shopping for your products during the weekends. It's important to take note of when you are getting the most interaction so you can focus on your target audience.
- Weekdays are important days to tweet but for brands Saturday and Sunday can be the best.
- By using the call to action of asking followers to 'retweet' your tweet you can see a higher retweet rate of up to 12X times but by using 'RT' it drops down to a 12X retweet rate.
- Keep the tweet to around 100 characters since more and more people are reading on their Smartphone today.
- Try to include a link, photo, #hashtag or @mention in your tweet.
- Place the link about 25% into the 140-character tweet, making sure the link works!
- Ideally leave 20 characters blank so someone can ReTweet your tweet.
- Tweets with #hashtags can get twice as much engagement but don't use more than two.
- Also using an image can draw double the attention so get creative.
- If you place a . (period) before your .@mention, your Tweet shows up in the feeds of ALL of their followers. **NOTE:** It's important to know that this trick is only for the first @mention in the beginning of your Tweet so don't add another @mention in the same tweet.

Finding Content & Topics to Tweet About

- Follow the 80/20 rule, which means you should provide free helpful content 80% of the time and ask for the sale 20% of the time.
- www.alltop.com top stories being talked about.
- www.mashable.com has a large variety of topics people are discussing.
- www.wthashtag.com to see what's trending on twitter.
- Add an announcement about what is happening in your business. Were you in the press? Do you have a new product or service coming out?
- Make them curious by sending out a sneak peek about upcoming promotions, products or events. It will generate a buzz and people will be more likely to share your tweets.
- Tweet about trivia related to your brand or industry. Interesting facts are fun and informative.
- Ask for input. People enjoy sharing their skills, knowledge, and preferences.
- Share upcoming seminars, conferences or any event you will be attending or hosting. Talk about the venue, registration link, and once you are there tweet about what is going on.
- Offer quick tips of information. They can help others be more productive and you have provided added value.
- If you are experiencing a problem ask for advice.
- Promote another person or business if they have impacted you.
- Ask for feedback and testimonials. Invite customers to share their experience, it's a great way to get people involved as well as tackle any issues you weren't aware of.
- Post blog updates along with the link to the full article and remind people to visit the blog to learn more valuable information about...
- Set up goo.gl or bit.ly account to shorten your links and track them.
- Add a #FF (Friday Follow) or create a fan of the week and offer an incentive or discount to the winner. Create a list of great people to follow and squeeze as many Twitter handles as you can into one tweet, with the hashtag #FF OR a single person if you wish to compliment them.
- Use www.clicktotweet.com link generator to promote your stuff on Twitter.

Finding Content & Topics to Tweet About --- cont'd

- Thank those that @mention you and re---tweet one of their helpful tweets.
- Set up twitterfeed.com to feed your Twitter /Facebook account new streams of content.
- Tweet a thank you to new followers.
- Create a poll or survey using www.twtpoll.com and post the results in follow---up tweets.
- Interact with key influencers.
- Retweet tweets from your key influencers, leaders, and top followers and they will be more apt to retweet your tweets.
- Promote your optin link with the benefit(s) of why they should optin.
- Ask them to 'like' your Facebook Page, connect on LinkedIn, subscribe to your YouTube channel etc.

What the bleep is a #HashTag and @Mention?

- An **@ symbol** means that you are mentioning that particular person or brand. For example if someone tweets @carolmortarotti I will see that they mentioned me in their tweet and it can help start a conversation. The @ tweet comes up in the feeds of users who follow both you and the person you are directly mentioning. You can @mention several people in one tweet but keep in mind you have 140-characters.

TIP: Use www.twitlonger.com for when 140-characters just isn't enough!

- A **#hashtag** is a keyword, subject, or phrase used on Twitter with the # symbol used in front of it. The #hashtag ties the conversations of different users into one stream. The cool thing about a hashtag is that your tweet will not just go to your followers, but to everyone following the #hashtag.

How To Use #Hashtags For A Chat Event

Hosting a Twitter Chat can help build your business because it allows you to connect and engage with your audience on a more personal level. You can discuss a particular topic, inform them of a new product or service, and answer questions all while building your brand. It also makes you stand out as the top authority in your niche. Change it up by inviting a guest expert that will add value to your audience and an added benefit is their followers will attend as well.

1. Choose a hashtag that correlates to your event

Make sure you choose something that can be easily typed. Keep it short and remember that people will be live---tweeting and it takes an extra step to add numbers on a mobile device.

2. Confirm your hashtag is available

Perform a quick search on <https://twitter.com/search-home>, <http://hashtags.org/>, and www.twubs.com to make sure your hashtag is available. Yes, it's a lot of searching but you don't want to be embarrassed by using one that is already taken.

3. Register it

Once you've decided on a hashtag and researched to make sure it's not already being used, you need to register it. This will place ownership on the hashtag. I think the best site for this is www.twubs.com.

4. How to create a quick LIVE or a scheduled event using TweetChat or Nurph

Send people to www.tweetchat.com , provide them the hashtag to enter that will direct them into a live chat room to converse in real-time. On the same site either click on 'Calendar' at the top or go to www.blog.tweetchat.com/calendar where you can post your event and submit it to their calendar. Send out the event link to your list and promote it on all your social media profiles. www.nurph.com is a new twitter chat platform that delivers statistics and replays.

5. How to create a scheduled event using Twubs with branding

Additionally another great platform to use is Twubs. I like Twubs because you can brand your profile and chat event. To schedule a live event go to <http://twubs.com> and be sure to watch this helpful tutorial video that shows how to setup a twitter chat <http://youtu.be/6-mj6IDDjdk>.

How To Use #Hashtags For A Chat Event – cont'd

6. Promote the #hashtag as early as possible

After you have picked a date and time tweet about the event mentioning the #hashtag and time zone, on all of your social media sites. If you start using the hashtag before the event as opposed to the day of the event, you'll have a better chance of getting more people to show up to the event. Email the event information to your email list and if you are having a guest write the copy for them to send to their list as well.

7. Ask for help

It is best if you ask 2-3 people to help promote and monitor the chat event. Explain what their responsibilities are so it is clear what they need to do before and on the day of the event.

In order to get the ball rolling and off to a good start, create a list of tweets ahead of time so you are prepared on what you want to discuss, the questions you want to ask, etc, you will have a much more successful twitter chat event if you engage the audience quickly.

8. Running your Twitter chat.

- Got on a few minutes early and let people know you will be starting shortly.
- Tell them what will be discussed and how the chat will go.
- Let them know when they can ask questions and how they will be answered.
- Have your monitors retweet tweets and respond to comments if needed.
- Summarize the important items at the end of the chat.
- Announce the date and time for the next chat event.
- Thank everyone for attending and how to get in touch with you should they have any questions.

9. Provide a transcript of the hashtag activity.

- <http://nurph.com/> provides analytics and a replay on your tweet chat, or check out these two paid services <http://tweetreports.com/automated-twitter-chat-transcripts/> and <https://www.hashtracking.com/>.

How To Participate in A Tweet Chat

Twitter chats, or a tweet chat, happen when a group of people all tweet about the same topic using a specific #hashtag. The chats are at a specific time and here is a quick overview of how you can participate:

- Create a twitter profile and add a photo and complete your bio.
- If you weren't already provided the info for a scheduled tweet chat you can browse the listing of scheduled tweet chats by interest at:
<http://twubs.com/twitter-chats/about>
<http://tweetreports.com/twitter-chat-schedule/>
- Login in to your twitter account and go to www.tweetchat.com, www.nurph.com or www.twubs.com at the time and date the tweet chat is being held to join in.
- Follow their instructions if there are any, look around to see who is also in the chat room, who the monitor is...
- You can add to the conversation by saying hello, post a tweet on the topic, retweet someone else's tweet, ask a question, add a comment, or ask the moderator a question but do NOT promote your own products or services or add your own links unless asked to.

There you have it. Hopefully you will learn something new and meet some interesting tweeps. The more you participate the more exposure you gain and you never know you might grow your own audience or get more customers. #Sweet!

Setting up Automation

Some people like an auto reply message and some think it's annoying so it is your personal preference. If you do decide to use an auto reply message after someone follows you and scheduling tweets here are two services:

- a. Go to www.twitterdmer.com, register and setup your DM easily.
- b. Or go to www.socialoomph.com and register (formerly Tweetlater.com) and now charges a monthly fee. Click the +Twitter button to set up a new Twitter account & follow their instructions.
- c. Then set your account to auto follow
- d. Next add an auto direct message. Here are a few suggestions for your direct message and you can try rotating them (following their instructions): Thanks for the following! Check out my free tips and tools at <your link>, Thanks for the following! Check out my new blog at <your link>, Let's connect on Facebook/Linkedin/YouTube/Google+ <your link>
- e. Schedule tweets at different times throughout the day for maximum impact.
- f. To schedule tweets you can use <http://tweet4.me/>, <http://bufferapp.com/>, <https://about.twitter.com/products/tweetdeck> or http://hootsuite.com/p_3515.

Tackling Twitter Overload With a Dashboard

One of the most convenient ways to stay on top of all your tweets, sort them into replies, groups, top followers, keywords, see who has sent you a direct message, is to use http://hootsuite.com/p_3515 or www.tweetdeck.com. No matter which one you use you can establish multiple columns by social network, search term, Twitter list or hashtag and other features include overnight updates while you sleep.

Get Laser Targeted Niche Followers

If the thought of doing this work sounds overwhelming, my team provides a monthly service where we get you real, laser niche targeted followers. Normally this service is \$199 a month but I am offering it for only \$99 a month to my readers. To get started send an email to carol@carolmortarotti.com and mention you want the twitter service discount! 😊

Cool Twitter Tools

- www.clicktotweet.com link generator to promote your stuff on Twitter
- www.grouptweet.com send public tweets simultaneously but only to a select group of people. For instance: sending updates to your office team or to members of your family
- <http://vite.io> organize events and create a buzz for it
- www.onekontest.com engage & reward your twitter followers through contests
- www.hashsurvey.com post a question, create a survey and see the feedback
- www.twittercounter.com enter your Twitter name and receive stats that span a week and chart your progress in acquiring followers. They offer a chicklet counter that can be added to your website or blog
- www.tweetstats.com detailed stats of your tweets, density, who you interact with the most and when, and interface used
- www.twitaholic.com list of the top 100 Twitter users
- www.fakers.statuspeople.com check to see how many fake followers you have
- www.tweet4.me to schedule tweets
- <http://wthashtag.com/> to see what's trending on Twitter

If you have found this Twitter guide useful please share it with your friends.
I look forward to connecting on twitter and share your success.

See you in Twitterland,
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CAROL MASON MORTAROTTI is a former professional tennis player, worked on the floor of the NYSE and a single mother of an amazing 24-year-old son who is her inspiration. Since 2007 Carol works as a Social Media Consultant and is the Creator of [Expert Niche Academy](#), an online course that teaches you how to find a profitable niche, become the go-to expert and turn your knowledge and expertise into an online business. You can find out more about Carol at www.CarolMortarotti.com.